SEPTEMBER 24, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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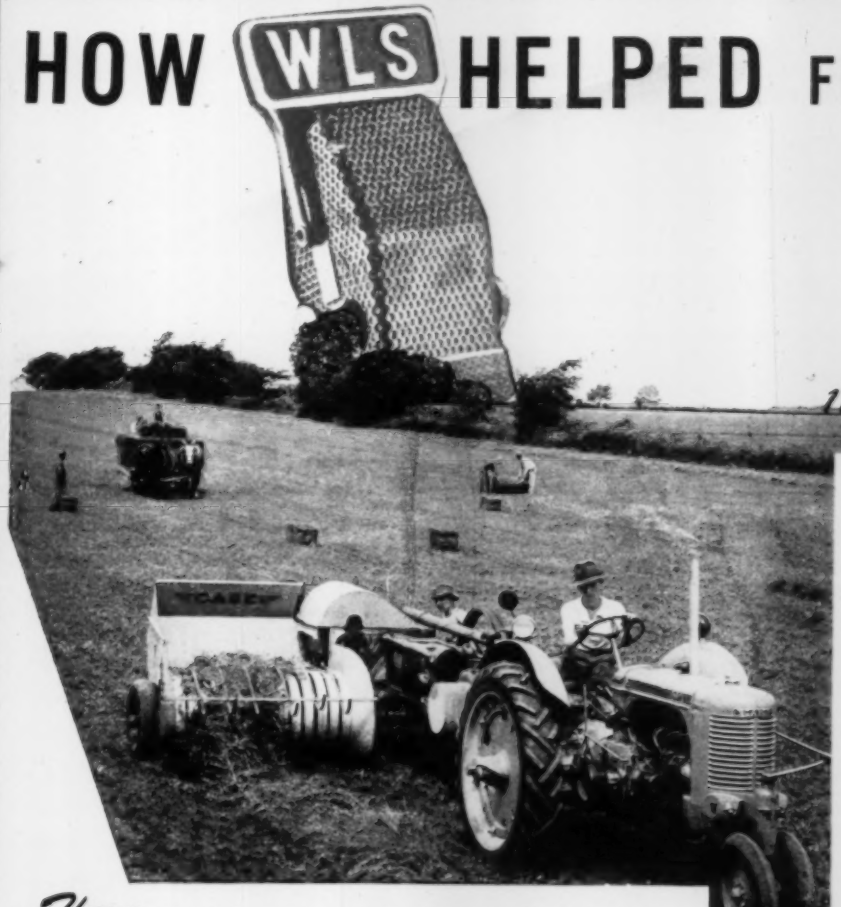
HOW WLS HELPED Frank Volz Bale His Hay



"Within one hour we received offers of enough wire for 11,000 or 12,000 bales!"

Hay was ready on the Frank Volz farm in Wisconsin, but the baler stood idle. The reason: no bailing wire . . . and neither manufacturers nor dealers could supply any. Mr. Volz called WLS; Art Page mentioned it on his "Dinnerbell" program for farmers.

The result: within an hour of the WLS broadcast, Mr. Volz received six telephone calls from Wisconsin and Illinois farmers, offering enough wire for 11 or 12 thousand bales!

Here **is one of many examples of the kind of help WLS gives Midwest farm people. They come to us for help . . . they get it immediately. Such friendly, neighborly services, added to frequent WLS market, weather and news reports, and to daily inspirational and entertainment programs, have made WLS like one of the family throughout Midwest America.**

A Clear Channel Station

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

BURRIDGE D. BUTLER, *President;* GLENN SNYDER, *Manager.* 50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY
Affiliated in Management with **KOY,** *Phoenix, and the* ARIZONA NETWORK — **KOY,** *Phoenix,* ★ **KTUC,** *Tucson* ★ **KSUN,** *Bisbee-Lowell-Douglas*

XUM

Yes, for you
there could very well be a citation
which would read
"For distinguished service
to the American people . . ."
. . . that is, there could be
if the nation only realized
as well as we,
who have worked with you,
what a splendid job you have done
as a radio engineer
during the emergency

If they only knew
how you overlooked the word *overtime*
and how an *eight-hour day*
lost its meaning
when we most needed
to be informed and entertained.

If they only knew
how you coddled and repaired
the irreplaceable tools
of your trade
so that not even one
valuable broadcasting moment
was lost in wartime.

If they only knew
how the station remained awake
each twenty-four hours
because of your personal effort.

. . . Well, perhaps they don't realize
to whom the thanks belong,
or their tongues don't give voice
to their feelings . . .
but in their homes and hearts
there has been mute appreciation
for the privilege you extended to all,
the privilege that could not
have been forfeited easily,
the privilege that is used so casually,
the privilege of switching on the radio.

AMPEREX ELECTRONIC CORPORATION

25 WASHINGTON STREET · · · · BROOKLYN 1, N. Y.

A COPY OF THIS ADVERTISEMENT, SUITABLE FOR FRAMING, WILL BE SENT WITHOUT CHARGE UPON REQUEST

AS ATOMIC POWER . . .

FLASH! Through Yankee's 23 "home-town" stations, your sales message reaches every nook and corner of this rich New England area. It's EFFECTIVE . . . it's COMPLETE . . . it's locally-accepted.

EFFECTIVE Coverage — in a fertile territory where people have above-the-average money to spend.

EFFECTIVE Coverage — because Yankee's local stations enjoy the confidence of their own community.

EFFECTIVE Coverage — not born over night, but built through a quarter-century of service . . . of winning friendship . . . of gaining confidence — until today Yankee offers you the most EFFECTIVE, most responsive "home-town" coverage of all New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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XUM

BROADCASTING... at deadline

Closed Circuit

EUROPEAN radio ears must have burned last Wednesday. President Truman conferred, separately, with Ed Murrow, CBS' dean of European news analysts, and his own radio adviser, J. Leonard Reinsch, recently returned from a radio mission to ETO. Both must have stressed importance of an authoritative American radio voice in Europe.

REP. EMANUEL CELLER (D-N.Y.) who erupts periodically about radio, may be getting set to write his own version of a new Communications Act. He says he doesn't like some of the things that go on both at FCC and in the industry.

WITH resignation of Charles B. Brown, crack advertising executive, as advertising manager of RCA Victor, John West may fall heir to job with attendant heavy campaigns on television exploitation. Mr. Brown has not announced future plans, but they'll probably be in TV.

NOW IT CAN be told. Before Japs capitulated, brand new fully equipped radio ship, *Spindle Eye*, was being fitted out at Seattle to relay radio, facsimile, etc. and other communications on the planned D-Day invasion of Jap mainland. All past mistakes were being caught up, based on phenomenal success of Lt. Col. A. A. Schechter, then radio officer for MacArthur, who devised original Pacific radio-press communications on converted ship *Apache*. Col. Schechter now runs news and special events for Mutual.

NOW IT *should* be told: Radio Berlin, which was to have been operated by Kommandatura, comprising military heads of four Allied governments occupying Germany, actually is run by Russians [BROADCASTING, Sept. 3]. Brig. Gen. Samuel Thomas, Signal Corps officer in Berlin, is nominal American on radio control board. He accompanied broadcasters' mission to ETO on its inspection of the station last month, revealed it was first time he had set foot inside.

SELECTION by motion picture producers of Eric A. Johnston, U. S. Chamber of Commerce president, as successor to Czar Will Hays, serves to recall that Johnston was considered for NAB presidency a few months ago. Mr. Johnston wanted approximately $100,000 a year, plus a half-dozen top assistants at about $40,000 each. Too rich for NAB's blood.

EXPECT more fireworks on FCC's FM allocations. All four networks are chafing over secondary coverage assignments given them as against New York independents. May be protested before Sept. 25 deadline with hearing demand.

KENTUCKY POLITICAL TALK: FCC Chairman Paul A. Porter being groomed for the gubernatorial race in 1947, with an eye on the Senate come 1949. State Democratic

(*Continued on page 90*)

Upcoming

Oct. 1-2: NAB Board Meeting, Inauguration President Justin Miller, Oct. 2, Washington.

Oct. 3: NAB Legislative Committee, Washington.

Oct. 4: FCC Hearing en banc on proposed TV rules.

Oct. 10-11: RMA-Canadian RMA joint meeting Westchester Country Club, Rye, N. Y.

Bulletins

A 30-PAGE document covering FM Standards of Good Engineering Practice is to be released by the FCC this week. Engineering standards along with FM Rules and Regulations [BROADCASTING, Sept. 17] will complete Commission documentation comprising the basic FM regulatory policy.

OTIS WILLIAMS, Mutual account executive in New York, named manager of WBYN Brooklyn by Edward A. Foote, president of station and North Jersey Radio Inc., *Newark News* subsidiary. With lifting of FCC freezes, WBYN is applying to remove station to Newark with an increase in power from 1,000 w day, 500 w night to 5,000 w fulltime on 1430 kc.

MOSES KOENIGSBERG, 67, former president and general manager of King Features Syndicate and International News Service, died at his New York home Friday of a heart attack.

FOR THE FIRST time a Canadian station is permitted to solicit American network evening commercial programs not already going into Canada. CKEY Toronto, through CBC, has contracted with NBC, American and MBS for nighttime commercials until CJBC Toronto goes to 50 kw. CKEY also permitted to duplicate American sponsored network programs carried on CJBC, key station of CBC Dominion Network.

ATLANTIC REFINING STARTS BIGGEST GRID SEASON

ATLANTIC REFINING Co., Philadelphia, marketing on Eastern Seaboard and west into Ohio, last Saturday started its heaviest schedule of college, high school and professional football. The company is sponsoring a total of 180 games on 78 stations, a record for its 10 years of grid sponsorship.

Navy home games are included for the second season. Lineup includes complete schedules of Penn, Duke, Virginia, Georgia Tech, Temple, Pitt, Ohio State, Cornell, Syracuse Brown, Dartmouth, F&M. Princeton is back on the list after a year absence. For the fifth year Penn games will be televised on WPTZ Philadelphia. Largest lineup for a game is the 52-station hookup Oct. 20 for the Pitt-Notre Dame game. Pro teams on list include the Eagles and Steelers. Atlantic season ends Dec. 9 with Eagles-Yanks pro game.

Business Briefly

EMERSON ON 187 ● Emerson Drug Co., Baltimore (Bromo-Seltzer), starts sponsorship Sept. 24 of minute transcribed spot announcements for 52 weeks on 187 stations of Keystone Broadcasting System. Campaign directed at small town audience, exceeds 2,000 announcements per week. McCann-Erickson, New York, Agency.

P&G BUYS 'QUEEN' ● Procter & Gamble, Cincinnatti (Duz), has bought the latter quarter-hour of *Queen for a Day*, Monday through Friday, 2:30-3 p.m. on full Mutual network effective Dec. 3. Contract for 52 weeks placed through Compton Adv., New York.

BORDEN RENEWS ● Borden Co., New York (dairy products) Oct. 9 renews *County Fair* on 176 American stations, Tues. 7:30-8 p.m., and moves show from Hollywood to New York. Agency, Allan Meltzer Inc., New York.

GIANTS GRID ● P. Lorillard Co., New York (Old Gold) is sponsoring New York pro football Giants games starting Oct. 7 on WHN New York. Red Barber and Connie Desmond will handle. Agency, Lennen & Mitchell, New York.

GILBERT RESUMED ● Corsotorium, New York, resumes sponsorship of Dick Gilbert, six times weekly on WHN New York effective Sept. 24. Company dropped show last year because of war shortages. Agency, A. W. Lewin Co., New York.

ARVEY SPOTS ● Arvey Corp., Chicago (R-V-Lite window material), Oct. 15 starts three spots weekly, 10 weeks, on WHAM KYW WRVA WWVA WSVA WLW WLS KXOK WCCO WHO KWTO KFYR WNAX KFAB WIBW WFAA-WBAP, KGHL KLZ KUTA KVI KGO KFI KOH KMJ KERN KWG KFBK. Agency, Burlingame & Grossman, Chicago.

WINERY TO USE RADIO ● Bisceglia Bros. Corp., Chicago, names Olian Adv. Co. for Paradise wine. Radio will be used.

TREASURY LOAN DISCS NEAR COMPLETION

TWO FEATURE programs slated for transcription by Treasury Dept. War Finance Division for use in forthcoming Victory Loan, *Treasury Salutes* and *Music for Millions*, are almost completely set with all stars and other personnel, according to Lt. David Levy, USNR, chief of WFD Radio Section. Special program for kick-off show, for use by local stations, is scheduled for recording next week.

Greatest transcription network is expected during Victory Loan. Orders to date for discs: *Music for Millions*, 750 stations; *Hedda Hopper's Hollywood*, 583 stations; sports series, 517 stations; industrial leaders' series, 517 stations. New high for *Treasury Salutes* is already at new high, 823 stations, with more coming.

BASEBALL...

Shortstop to second to first . . . split timing . . . faultless handling . . . right position. Double plays are a pitcher's godsend . . . but no accident they . . . tedious practice and endless polishing are the only answer.

And in radio . . . . .

The strong listener loyalty marking these stations is no accident either. Endless diligence and flaring ingenuity under experienced management makes the difference.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	**ABC**
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford, Conn.	**ABC**
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	**ABC**
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	**ABC**
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	**ABC**
WMAS	Springfield	CBS
WAGE	Syracuse	**ABC**
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND YANKEE NETWORKS

XUM

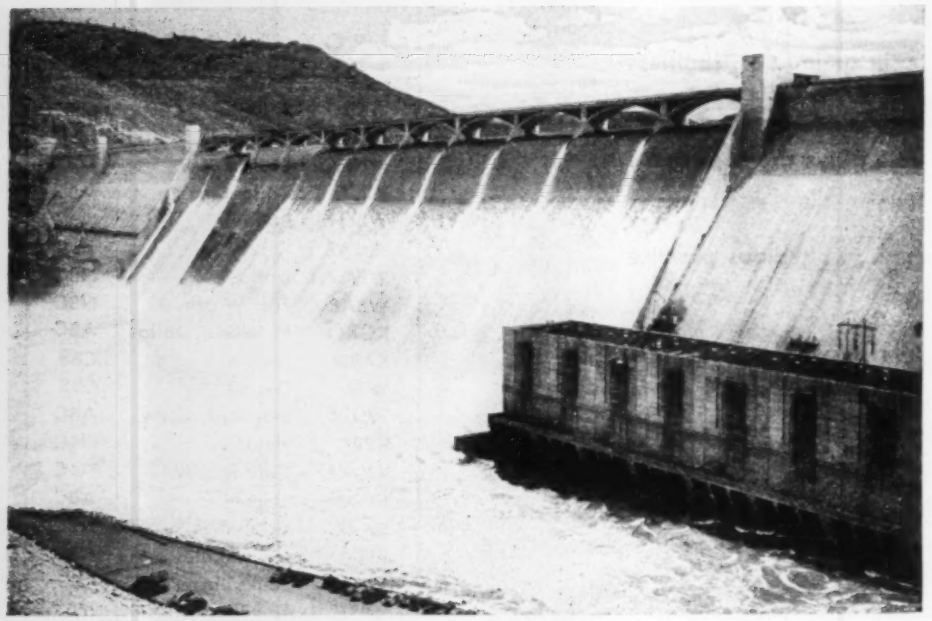
THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

No. 4...POWER

Lowest Electric Rate In America



Containing 40% of the potential water-power resources of the United States, the Pacific Northwest is a highly electrified industrial region, using 9½ BILLION kilowatt hours in 1944. Immense dams have already harnessed 5 million horsepower. Permanent industrial activity has been attracted by this boundless power, available at rates as low as 2 mills per kilowatt hour.

KIRO is the only 50,000-watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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James Montagnes, *Manager.*

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Get a Ten-Goal Man on your team

Radio is like polo: you have to "ride off" the opposition if you are to score sales-making shots in every chukker. And when you use WSIX you've got a ten-goal man on your side—because WSIX has the best daytime Hooperating of any Nashville station. WSIX makes even a "nearside forward shot" seem easy because it offers top shows of both AMERICAN and MUTUAL—gives wide coverage of middle Tennessee with a million potential buyers of your product. No wonder WSIX has stepped up its all-day average Hooper 81.5% in the two years ending last January!

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

5000 WATTS

980 KILOCYCLES

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

A NEW APPROACH TO...

THE 1945-46 NBC PARADE OF STARS

XUM

RADIO SELLS RADIO

• It's "on the air"... over NBC stations from east to west... the most intensive, effective, ingenious and dramatic "radio sells radio" promotion ever devised.

For the entire 1945-46 NBC Parade of Stars campaign was *jointly planned* . . . the first time in the history of Radio's greatest year-round promotion drive . . . planned in a series of coast-to-coast meetings between the National Broadcasting Company and (a) local stations, (b) radio stars, (c) advertising agencies and (d) sponsors!

Recorded station breaks in the voices of the stars—entertaining 1-3 minute star recordings together with scripts building complete fifteen-minute programs—recorded fifteen-minute shows complete for broadcast—a series of all-star, coast-to-coast network programs scheduled for peak listening periods—and a continuing system of telegraphed timely spot announcements—all add up to radio's greatest selling campaign for radio.

• • •

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs that continue to keep NBC *"the network most people listen to most."*

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

XUM

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

My Impression of Europe

(Second of a series by members of the U. S. Mission to ETO)

By MARTIN CAMPBELL
Managing Director, WFAA, KGKO Dallas

EUROPE has had a sample of the American version of radio, and likes it. The operators of European broadcasting realize this fact, and *don't* like it.

There you have my primary impression gained as a member of the radio executives group recently returned from an inspection tour overseas.

We were taken behind the scenes and given a fleeting glimpse of European radio as it is today—a few short months after the close of hostilities. As a result, I brought back with me as many and varied views on radio in Europe as the multifarious radio services it was my privilege to observe. I offer these views as impressions only. Opinions or conclusions reached upon superficial observation could —and probably would—be erroneous.

The great diversity of radio operations is shown in this way: The British have their own services, home and overseas; the French have their home and a limited overseas service; the Italians have their home service, and the Germans have to listen to what the Allied military governments tell them—and there doesn't seem to be any unified thought or action among the several "services" to the German people. Finally, there is the tremendously successfully American Forces Network, designed to bring American radio to our servicemen overseas.

Mr. Campbell

Just as there is very limited basis for comparison between a Jeep and a Rolls Royce, so there is very little basis of comparison between the British broadcasting services and our own. In England, radio is a monopoly supported by a direct tax upon the listeners. This tax, varying in amounts from

(Continued on page 38)

Sellers of Sales

BACK in 1889 Henry Tritschler got his first job. He was an after-school office boy for the Nelson Chesman Advertising Agency. After 56 years with the same firm he is still going strong, having placed orders for over $15,000,000 worth of Chattanooga Medicine Co. advertising.

He can quote instantly from memory the rates of hundreds of newspapers and radio stations. His memory and his uncanny gift for mental arithmetic were what got him that first job. While he was finishing St. Louis Polytechnic High School, he "graduated" into head bookkeeper with the Nelson Chesman office in that city. He was still so small he had to stand on a box to reach the high desks of that day.

HENRY

It was no easy task to keep the records straight then. There were no printed rate cards and one had to either dig out previous bills or remember the figures. Henry soon became the walking rate card of the agency.

When the agency expanded, Henry was made space buyer. In 1910 he was sent to Chattanooga to open a branch office there to service the Chattanooga Medicine Co.'s account, which was already one of the agency's oldest ones, the first insertion order for them having been sent out around 1895.

That was a temporary assignment. It has lasted 35 years. The campaigns for the Medicine Co. have been his outstanding ones, but he has also had other successful ones including Buster Brown Hosiery for ten years, Chattanooga Brewing Co., and City of Chattanooga for five years. Under way are campaigns for the Double-Cola Co., Fleetwood Coffee Co., the Lookout Mountain Hotel.

Henry has served as chairman for the South of the AAAA. He and Mrs. Tritschler live on Look-Mountain where they are members of the Fairyland Club and Fairyland Golf and Country Club. Since 1899 when Comisky played first base for the St. Louis Browns, he has been a ball fan, but his principal hobby is bridge.

YOU SELL WITH
WDEL
Wilmington Delaware
Your advertising reaches a consistently prosperous area that's rich in industry and agriculture . . . Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
5000 WATTS day & night
All NBC top-flight programs plus effective, popular local programming . . . your assurance of profitable listener loyalty.
NBC BASIC STATION
Represented by
RAYMER

MUTUAL BROADCASTING SYSTEM Inc

1440 Broadway · New York 18, N.Y.

PENNSYLVANIA 6-9600

August 21, 1945

OFFICE OF THE
PRESIDENT

Mr. Seymour Berkson
General Manager
International News Service
235 East 45th Street
New York, New York

Dear Mr. Berkson:

May I, on the behalf of Mutual, express our thanks and appreciation for the swell service that you rendered to us during the recent excitement. We have an ad in the current issue of Broadcasting Magazine and it will also be on the back cover of an early issue of Advertising and Selling in which we publicly express our thanks.

But in the meantime I want to say thank you to you and your fine organization over my own signature.

Sincerely,

Edgar Kobak

Edgar Kobak

INTERNATIONAL NEWS SERVICE

XUM

ARE YOU "PLAYING TO" THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

The Outside Market represents approximately half of the more-than-8-billion dollars in retail sales on the Pacific Coast, as well as half the radio families.

THE OUTSIDE AUDIENCE is well worth "playing to" on the Pacific Coast, but you can do it by radio only if you use the Don Lee Network. Don Lee is the only network giving complete coverage of both the *outside* and *inside* markets of the Pacific Coast.

The reason? Mountains! Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 strategically-located stations, one in each of the important mountain-surrounded markets. (The other networks have 7, 12 and 8 stations respectively.)

Audience ratings prove Don Lee effectiveness in "outside" listening. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See example below.)

The effectiveness of Don Lee's complete coverage of the Pacific Coast is best illustrated by the fact that Don Lee carries almost as much Pacific Coast regional business as the other 3 networks combined.

Be sure you "play to" the outside—as well as the inside—audience on the Pacific Coast. Buy Don Lee, the only network that can reach both outside and inside markets. Don Lee, remember, has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

Example from Special C. E. Hooper Survey

EUGENE, OREGON

STATION	SHARE OF AUDIENCE		
	Morning	*Afternoon*	*Evening*
Don Lee Station KORE	56.9%	63.1%	47.5%
Most popular out-of-town station	19.3%	18.6%	21.5%

Other examples to follow

The Nation's Greatest Regional Network

*

Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

"Sure, your piccolo program idea went over with a bang! Like this!"

● Suppose you wanted to do some spot broadcasting in Syracuse, Charleston and Tulsa: what would you give 'em in the way of *entertainment?*

Quite possibly you wouldn't need any advice. But if you'd like to know what sort of programs have proved popular in those markets—what sort have flopped, or been over-done, or are now in use by your competition . . . F&P either knows or can darned quickly find out!

Such service is just a small part of F&P's unfailing effort to make spot broadcasts *successful.* Let us show you how we work!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 645 Griswold St. Cadillac 1880 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 329 Palmer Bldg. Main 5667

XUM

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 13 WASHINGTON, D. C., SEPTEMBER 24, 1945 $5.00 A YEAR—15c A COPY

FCC Reverses Field In Television

143 Cities Covered In 'Downstairs' Proposal

By ROBERT K. RICHARDS

(*Text of FCC Order on page 79*)

THE number of television stations to be immediately available in metropolitan markets is going to be cut to a bare minimum in order to provide "downstairs" frequencies for community outlets throughout America, if a new plan of allocation proposed by the FCC is adopted.

The plan, adopted Thursday, sets forth proposed distribution of the 13 channels in 140 markets. Hearing on it will be held Oct. 4, beginning at 10:30 a.m., before the Commission, sitting en banc.

The plan finds markets in which applications now pending are heaviest offering possibilities for extremely limited facilities. In New York, for example, (See box, this page), where 13 applications are pending, only 4 channels are available; in Philadelphia, where nine applications are pending, only three channels are provided. There are six applications in Detroit, three channels available; seven in Boston, with five available.

Face Difficulties

Illustrative of the difficulties faced by the FCC and applicants in resolving problems concerning available channels are such figures as these: Sioux City, 107th ranking U. S. market, will have available four frequencies, as many as New York, the first market; Ft. Wayne, 81st market; Charleston, W. Va., 88th, and Knoxville, 87th, each will have four channels available for metropolitan stations.

Of paramount interest was the FCC's move in requiring a minimum daily program operation of six hours. The Commission invites special comment on this proposal, and upon a suggestion that provision be made for sharing of some or all of the channels by two or more licensees. In case such a time-sharing agreement is adopted, the FCC will specify program-hour minimums for all licensees. Adoption of such a plan would restrict even further the video service in the major markets, already faced with limited available channels.

Following the general pattern of philosophy established in the FM Rules & Regulations, the FCC concentrates its attention on community markets, in no case providing more than six channels for each of the ten top metropolitan areas in the U. S.

Hard-pressed broadcast engineers and attorneys, burning lamplight these days to meet the Commission's requirements that FM applications be filed by Oct. 7, reeled under the impact of meeting also an Oct. 4 deadline on the television proposals.

The plan would limit community TV stations to 1000 w power with 500-foot antenna height (above the average terrain) and would put a power ceiling of 50 kw on metropolitan stations, with the proviso that 500 feet would be the minimum standard for tower height.

Channels 1, 12 and 13 would be assigned to community stations, with Channels 2 through 6 and 7 through 11, inclusive, going to metropolitan outlets.

There is implicit in the proposal the Commission's desire that TV move as quickly as feasible from the lower bands into the frequencies above 400 mc. The Commission makes available space between 480 and 920 mc for experimental television, pointing out that in this area "more space exists and color pictures and superior monochrome pictures can be developed through the use of wider channels".

Of special interest, and some puzzlement, to video engineers was the fact that a ceiling as high as 1 kw is permitted under the community station proposal. On the other hand, metropolitan stations are limited to 50 kw power, a ceiling far short of the potential.

PROPOSED ASSIGNMENTS of TV Channels and Number of Applications for Stations in 10 Major Markets:

	Sales Rank	Pop.*	Channels Proposed	Applications Received
New York	1	11,690,520	4	13
Chicago	2	4,499,126	5	5
Los Angeles	3	2,904,596	6	6
Philadelphia	4	2,898,644	3	9
Boston	5	2,350,514	5	7
Detroit	6	2,295,867	3	6
San Francisco-Oakland	7	1,428,525	5	2
Pittsburgh	8	1,994,060	3	3
Cleveland	9	1,214,953	3	4
St. Louis	10	1,367,977	4	5

*Population figures from U. S. 1940 census.

"This Is a . . . ."

JUST exactly what station announcers might say when identifying video productions on film puzzles the FCC. The Commission invites comment on the desirability of requiring an appropriate announcement when motion pictures, or other mechanical reproductions are telecast. FCC also would like advice on frequency and method of station identification when sight is combined with sound.

FCC Likely to Remain Intact In Reorganization Measures

WHETHER the FCC will be reorganized, merged with another department or remain intact still was undetermined last week as committees of Congress completed preliminary work on two reorganization bills.

In the House, Rep. Manasco (D-Ala.), chairman of the Expenditures in the Executive Depts. Committee, on Wednesday introduced a revised bill (HR-4129) which would exempt from reorganization the Interstate Commerce Commission, Federal Trade Commission and Securities & Exchange Commission. The bill provides that any reorganization of the FCC, Civil Service Commission, U. S. Tariff Commission and Veterans' Administration would have to be done on a separate basis. These agencies could not be included in an overall reorganization. Rep. Manasco's original bill exempted FCC and 20 other agencies.

Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, on Tuesday concluded hearings on his bill (S-1120) to reorganize the executive branch of the Government. No testimony was offered on behalf of the FCC, Chairman Paul A. Porter having notified the Committee the Commission would not appear. Sen. Revercomb (R-W. Va.), during cross-examination of Mrs. Harold A. Stone, a director of the National League of Women Voters, indicated he felt the FCC was a creature of Congress and should not be subject to Presidential reorganization. Mrs. Stone had urged that President Truman be given full power to reorganize all departments of Government.

The McCarran bill, which likely will be reported out early this week, does not exempt any agency, except the District of Columbia Government, from reorganization. Reports were that the Committee might amend the measure, however, to exempt certain quasi-judicial bodies

(*Continued on page 83*)

Concern was expressed that by such sharp limitation of facilities in those listening areas of the nation comprising the majority of the audience would impel more rigid regulation by the FCC than has been contemplated by the most pessimistic.

FCC officials, explaining this latest major order in the barrage which has been flowing steadily from the Commission for six weeks, said that the hearing date was set only two weeks ahead in an effort to speed up the development of TV.

Theory behind the FCC disposition to spread the pattern of TV on a nationwide basis in the early days of its development is that by this manner only can it meet the requirements of 307(b) of the Communications Act. This section provides that an equitable distribution of broadcast facilities should be made to all areas.

There is evident also in the TV plan a further move toward levelling off the power available to outlets, with a multiplicity of smaller outlets an eventual goal. Anyone

(*Continued on page 83*)

Woods Resumes Direction of American Net

LaRoche Inactive; Robinson, V-P, Resigns

By BRUCE ROBERTSON

MARK WOODS, president of American Broadcasting Co., last week resumed active direction of the network's operations, while Chester L. LaRoche, vice-chairman and for the past year executive head of the network, dropped all executive activities. Simultaneously, Hubbell Robinson Jr. resigned as vice-president and head of the network's program department.

Seen as the first step in a general reorganization of American's operating policies, move reverses the realignment of top executive personnel that began a year ago when Eward J. Noble, chairman of the board and major stockholder in the company, placed Mr. LaRoche in the top operating spot, relegating to a secondary position the team of Mark Woods and Edgar Kobak, who as president and executive vice-president had guided the network's activities since its separation from NBC in 1942.

Mr. Kobak shortly thereafter left to become president of Mutual, where he has since been joined by a number of other executives from American, including Robert D. Swezey, Phillips Carlin, Jesse Thompson, Burt Hauser.

Mr. LaRoche, former chairman of Young & Rubicam, brought into American a number of his former associates at the agency, including Mr. Robinson as program head; Adrian Samish as national production director; Fred Smith as director of advertising and promotion.

Retirement of Mr. LaRoche from active participation in the network management was announced Wednesday by the network as follows: "Chester J. La Roche, vice-chairman of American Broadcasting Co., who has been executive head of the company, will no longer continue to be active in an executive capacity. He will continue as a stockholder, director and advisor to American. [In January 1944, a few months after Mr. Noble had purchased the network from RCA, Mr. LaRoche purchased 12½% of the company's stock for a reported $500,000.]

Mr. Woods

Mr. LaRoche

"It is Mr. LaRoche's desire to devote increasing attention to other business interests and public service."

As that statement was released the network issued the following memorandum, addressed to all personnel: "Mark Woods, president, will assume the duties of Mr. LaRoche. All departments of the company will report to Mr. Woods, effective immediately."

Adrian Samish, national director of production, has been promoted to head network's program department, Mr. Woods announced Friday. Mr. Samish, who joined American in September 1944, succeeds Mr. Robinson, whose resignation is effective Oct. 1. Questioned about other personnel changes, Mr. Woods said some others would probably occur, but he insisted that there would be no wholesale housecleaning.

"There will be no radical policy changes," Mr. Woods declared, pointing out that many innovations introduced a year ago already have been quietly dropped.

Wheeler Urges Station Sale Control

Plans to Offer Bill to Specify FCC Power Over Transfers

By BILL BAILEY

LEGISLATION giving the FCC control over the sale prices of stations and authority to determine to whom stations shall be sold will be introduced this session of Congress, according to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee.

The proposed legislation, as now visioned by Sen. Wheeler, also would forbid the licensing of stations to corporations whose chief interests are in businesses other than broadcasting. Sen. Wheeler said he plans to confer shortly with FCC Chairman Paul A. Porter on the Commission's views for legislation as outlined by the FCC in the Crosley-Aviation Corp. transfer opinions [BROADCASTING, Sept. 10].

Wants Power for FCC

"I think it's time for Congress to take some action to bring the Communications Act up to date," said Sen. Wheeler. "I don't want to see broadcasting in the hands of a few monopolies and holding companies. That's bad for the country. It squeezes the little fellow out."

Sen. Wheeler said he felt that the FCC should have the authority to say whether a manufacturing corporation should go into the broadcasting business. He felt too, he added, that the Commission should have the power to determine whether sale prices of stations are too high.

He contended that with the high prices at which stations have been pegged, only large corporations with money can afford to buy them, whereas local interests are unable to compete. Sen. Wheeler feels that broadcasters should stress local service over network presentations.

He thinks, too, that something should be done to enforce provisions of the present statute which place program responsibility squarely in the hands of licensees.

"The advertising agencies control programs in this country," said the Senator from Montana whose son, John Wheeler, is a third owner of KFPY Spokane, Wash. "I understand that most of the big network programs are produced exclusively by the agencies. The people out in Montana get what the New York agencies think they should hear."

Sen. Wheeler said he had been advised that certain small independent stations had been literally forced to take programs they felt were not up to local standards because the agencies placing them threatened to withdraw other business if the objectionable programs weren't accepted.

"That condition should not exist in a free America," he declared. "I intend to go into the entire picture with Chairman Porter. I want his views. Then I think we can pass some intelligent legislation."

Time for Action

Sen. Wheeler said numerous independent broadcasters had told him the network regulations were a godsend to the "small fellow". If the Commission doesn't have the power, under the present Act, to "protect the little fellow" and "keep the monopolies out" it's time, said the Senator, that Congress act.

Sen. Wheeler declared that unless Congress takes steps to keep large corporations out of the broadcasting field, monopolies will result and "then we'll have Government ownership. I don't want to see that and I don't think anybody else does," he asserted.

Chairman Clarence F. Lea (D-Cal.) of the House Interstate &

(*Continued on page 74*)

Drawn for BROADCASTING by Sid Hix

"He's Trying to Squeeze 193 Government Announcements Into Tomorrow's Schedule!"

Motives in Sale of WINS Are Questioned

Equal Opportunity Issue Raised By FCC

By JACK LEVY

WHY DID Hearst sell WINS New York to Crosley rather than to Marshall Field?

This was one of the principal questions which the FCC asked Charles McCabe, publisher of the *New York Daily Mirror* and president of Hearst Radio Inc., at hearings last week on the application of WINS to transfer its 10 kw station and authorization for 50 kw to the Crosley Corp. for $2,100,000, of which $400,000 would be in time-trade.

The Commission also wanted to know why Crosley wanted a station in New York and was told by James D. Shouse, Crosley vice-president in charge of broadcasting, that the idea of a Manhattan outlet at the source of big radio talent, to tie in with WLW programming, developed when it was decided to dispose of WSAI under the FCC duopoly rules.

Putting the testimony of Mr. McCabe and Mr. Shouse together, it turned out that Hearst sold WINS to raise money for FM and television stations and that acquisition of the New York station fitted in with Crosley plans to reinvest the money it received from the sale of WSAI.

WHETHER "equal opportunity" was given Marshall Field as that afforded the Crosley Corp. in the sale of WINS New York for $2,100,000 was leading question persued at hearings before FCC on transfer of the station.

Hearings on the transfer application lasted two days and were held Wednesday and Thursday, with P. W. Seward, Commission examiner, presiding. Hearst Radio was represented by Thomas P. Littlepage Jr. of the firm of Littlepage & Littlepage. Crosley Corp. was represented by William J. Dempsey and William C. Koplovitz.

Mr. McCabe revealed that during negotiations last January with Mr. Shouse, he was approached by Clem J. Randau, directing head of Field Enterprises Inc., who said he heard WINS was for sale. Mr. McCabe said he was "very noncommital" but Mr. Randau made an offer of $1,200.00 cash. He was given no encouragement.

Raised Figure

Later, he testified, Mr. Randau raised the figure to $1,300,000 and subsequently to $1,500,000. When last amount failed to attract interest, Mr. Randau stopped bidding.

Significant in view of the Crosley-Avco decision in which the Commission proposed a new policy on station transfers, Leonard Marks, assistant to the FCC general counsel, sought to determine whether "equal opportunity" had been given Mr. Randau in his efforts to purchase WINS.

"If Mr. Randau or his principals had raised the figure to $2,100,000 would they have had equal opportunity?" Mr. Marks asked.

"That is a hypothetical question," Mr. McCabe replied.

"Had he offered that amount would you have considered it?"

"I would have submitted it to the board of directors."

When asked what reason he had for not telling Mr. Randau of the Crosley offer, Mr. McCabe replied that negotiations with Mr. Shouse were too far advanced and that giving such information would serve no purpose.

The Commission was interested in other information regarding WINS in considering the application for transfer. Other witnesses were questioned on:

1. The value of the physical assets of the station.
2. The going-concern or goodwill value of the station.
3. The various factors entering into determination of purchase price.
4. Whether any consideration is being "paid for the frequency."
5. What part of the purchase price is attributed to the outstanding construction permit for 50 kw power.
6. Plans of Hearst Radio Inc. for accumulating additional capital for FM and television expansion.
7. Whether sale of WINS involves "trafficking" in licenses.
8. Whether the agreed price for sale of the station will adversely affect the purchaser's ability to operate it in the public interest.
9. Whether the 10-year cooperation period, under which $400,000 of the purchase price is paid in broadcast time for news periods for the *Daily Mirror*, would be consistent with the obligation of the purchaser to operate the station in the public interest.
10. Plans of the purchaser to broadcast the same programs over WLW Cincinnati and WINS.
11. Type of program service proposed by the purchaser.
12. Possible effect approval of the sale would have on competition in chain broadcasting and other broadcast service.
13. Whether the public interest would be served by transfer.

Mr. McCabe also disclosed that

(*Continued on page 76*)

BARRISTER battery at Hearst-Crosley hearings (l to r): James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; William C. Koplovitz and William J. Dempsey, attorneys for Crosley; John and Thomas Littlepage, counsel for Hearst; H. P. Coursen, Avco counsel.

HEARING ROOM scene. (Rear) Leonard Kapner, general manager, Hearst Radio Inc.; G. O. Markinson, Hearst Radio vice-president; (girl unidentified). At counsel table: Leonard Marks, FCC hearing counsel; Harry Tennyson, head broadcast accountant; Dallas W. Smythe, chief economist; Guy Douglas, accounting department; Maurice R. Barnes, attorney. On the witness stand is Hearst Executive McCabe.

KEY witness for Hearst, Charles McCabe, president of Hearst Radio Inc. On bench, Hearing Examiner P. W. Seward of the Commission.

WBT Goes Under Operating Control Of New Owner, Southeastern Company

WBT Charlotte, 50 kw outlet acquired from CBS by Southeastern Broadcasting Co., went under operating control of the new owner Sept. 23, with Charles H. Crutchfield as general manager following his incumbency as acting head since resignation of A. D. Willard Jr. to become NAB executive vice-president on Oct. 1.

President of Southeastern, a subsidiary of Jefferson Standard Life Insurance Co., is J. M. Bryan. Head of Jefferson Standard is Julian Price, North Carolina philanthropist, with Mr. Bryan as vice-president. Maj. Edney Ridge, director of WBIG Greensboro, is Southeastern secretary-treasurer. WBIG is a Southeastern operation.

Check for balance of the $1,505,000 purchase price for WBT, was turned over to CBS in New York last week by Mr. Bryan and Maj. Ridge.

Mr. Bryan said the new management will maintain the community service policy responsible for WBT's national status and added that Mr. Crutchfield was assigned a free hand in selection of personnel. "We are keenly aware of the vital contributions made by WBT to the Carolinas and the South in general," said Mr. Bryan, "and are most anxious that this public service be expanded to even greater proportions in its future operation. Under WBT's new general manager we feel that the people of this section will continue to receive the most whole-hearted cooperation in every radio activity."

Mr. Crutchfield has lived in Charlotte 12 years. Born in Hope, Ark., in 1912, he went to Spartanburg, S. C., with his parents in 1920. There he entered radio as an announcer at WSPA while attending Wofford College. Later he was employed at WBIG. In 1933 he joined WBT as announcer. Two years later he became program director. Station has fed many programs to CBS in last decade, developing such groups as Golden Gate Quartet, Four Knights, Johnson Family Singers.

School Must Stop Contract Payments

WGST Proposal Would Cut Management Group Out

By J. FRANK BEATTY

IF GEORGIA School of Technology wants to keep its Atlanta station, WGST, on the air it must stop making payments to a group that formerly had a management contract to run the station, according to a proposed decision handed down last Wednesday by the FCC.

This latest step in the tangled WGST case may bring a series of new legal complications. Since it is a proposed decision attorneys for both the school and the holders of the former management contract (formerly Southern Broadcasting Stations but now members of that firm—Sam Pickard and Clarence H. Calhoun) may file exceptions. Mr. Pickard is a former member of the Federal Radio Commission and once was a CBS vice-president. Mr. Calhoun is an Atlanta attorney.

Contract Illegal

The proposed decision simply tells the school that its 1943 contract to pay Southern 15% of net profits until January 1950 (date at which contract was to end), was illegal. Renewal of the WGST license therefore would not serve the public interest, it continues, and should be denied.

Then the decision goes on to say that the denial should still give the school an opening to apply within 90 days for a CP and license to operate on the same frequency. But the school is told that it must affirmatively show that "no further effect is given to the agreements" with Southern, which had been found in a 1943 FCC decision to be contrary to Communications Act.

Southern assumed management of WGST in 1930 under a management contract. In 1943 the FCC ordered withdrawal of Southern from any part in management of WGST. Thereupon the parties signed the contract by which Southern would receive 15% of WGST net profits until 1950.

FCC's proposed decision holds this 15% obligation "raises grave doubts that future operation of the station in the public interest is possible," despite the fact that it is operated without the burden of State taxes since it is a unit of the State of Georgia.

The Commission points out that net worth of Southern, whose stock was purchased by the school, has not been determined. Even ownership of the station equipment is in question, it is pointed out. Moreover, the contract arrangements "would jeopardize the licensee's financial ability to conduct the future operation of the station" in the public interest, it is added.

A contract provision makes the 15% clause apply also "to all new broadcasting developments, including FM and television," it is stated, and this might restrain the school from entering these new fields.

The 15% payments, it is further declared, represent "an effort on the part of the parties to give further effect to the agreement by which control of WGST had been illegally transferred to Southern."

The proposed decision continues that Southern "does not now have and never has had any legal interest in the operation of the station." As a result the payments to Southern, estimated to total over $300,000, are "far in excess of that corporation's legal interest, if any, in WGST".

Since May, 1943, when a prior license renewal for WGST was sought, the station has operated under temporary license extensions. A committee of the Board of Regents of the University System of Georgia has operated the station. WGST operates on 920 kc, 1 kw N, 5 kw LS.

Radio Week Plans Made by Networks

PROGRAMING and promotion plans of the major networks for National Radio Week Nov. 4-10 were outlined in New York Wednesday by network officials, who met with Willard D. Egolf, NAB public relations director.

The Radio Week will climax observance of Radio's 25th Anniversary during 1945. Clearing house for observance is the NAB Public Relations Committee, headed by Mr. Egolf. Local station plans should be correlated with those of the networks, he said.

During Radio Week the networks will originate programs of national and international interest, carrying the anniversary theme throughout the entire week's schedule. Special programs and means of working the theme into established shows, both sustaining and commercial, were considered at the Wednesday meeting.

At Wednesday Meet

Attending the Wednesday meeting were: American, H. B. Summers, Adrian Samish, Norman J. Ostby; CBS, George Crandall, Douglas Coulter, Paul Hollister, William C. Gittinger; MBS, Robert Swezey, Phillips Carlin, Edgar James, Francis Zuzulo, Robert A. Schmid; NBC, William S. Hedges, C. L. Menser, Easton Woolley, James Nelson, Syd Eiges.

A feature of the observance will be presentation of a commemorative statuette by the Radio Manufacturers Assn. and replicas to stations.

First of a series of mass meetings held in various parts of the country this fall as a part of NAB's anniversary plans will take place in Hollywood Bowl Sept. 29, according to Dorothy Lewis, NAB coordinator of Listener activity. William B. Ryan, NAB district director and chairman of the Radio Division, Victory Chest, has been working on the project for several months. Committee on Hollywood meeting is composed of Sidney Strotz, NBC, chairman of bowl committee; Don Searle, American; D. W. Thornburgh, CBS; Lewis A. Weiss, Don Lee Network; R. O. Reynolds, KMPC Los Angeles.

Hollywood event, sponsored by the radio industry, will also salute 60,000 Victory Chest volunteers. Some of radio's top talent, including Eddie Cantor, Bob Hope, Dinah Shore, etc., will appear. Gov. Earl Warren will present Citations of Merit. Justin Miller, NAB's new president, may participate.

Another meeting will be held later in the fall in Minnesota at which several network shows will originate. Local stations and the Minnesota Radio Council will join in the celebration. Program will pay tribute to radio leaders.

On Nov. 4, members of Assn. of Womens Directors will devote their programs to the anniversary theme. Women directors also plan to address local women's clubs and service groups.

Fetzer Praises Broadcasters' War Job

By John E. Fetzer

Assistant Director in Charge of Broadcasting, The Office of Censorship

I wish to take this belated opportunity of expressing my own personal thanks and the deep appreciation of the United States Government to the Broadcasters of America for the excellent and unqualified support given voluntary censorship throughout the nearly four years of war.

Mr. Fetzer

That this one hundred per cent cooperation on the part of the industry was a major contributing factor to our military success cannot be denied. Broadcasters were called upon to do a job and, as usual, they delivered.

I think I should point out here, that there were those, high in government circles, who said that radio could not operate under voluntary censorship. Time and again efforts were made to break down this operation and force a more stringent censorship on the Industry. However, the record was such that criticism could not be justified and these "men with a mission" were turned back.

Never before has radio been called upon to do such an important job. This self-administration of censorship to protect the military security of our nation was a complicated and difficult task. Yet I know of no single instance where American broadcasters gave any important security information to our enemies.

Protected throughout these war years by broadcasters and radio newsmen were such vital secrets as the atomic bomb, radar, movements of troops and ships, intelligence plans and news that might have tipped our hand with regard to the invasion of Europe. Anyone who doubts the contribution radio's self-imposed silence made toward victory, has but to look at the record.

Code Followed

The Broadcasting Code, and our many subsequent requests, were adhered to by the entire industry. Radio's role in censorship, I firmly believe, was more vital than that of the press. For with the instantaneous tranmission of radio, enemy ears were alert to catch that first break or slip which might reach them hours and days ahead of the slower means of communication.

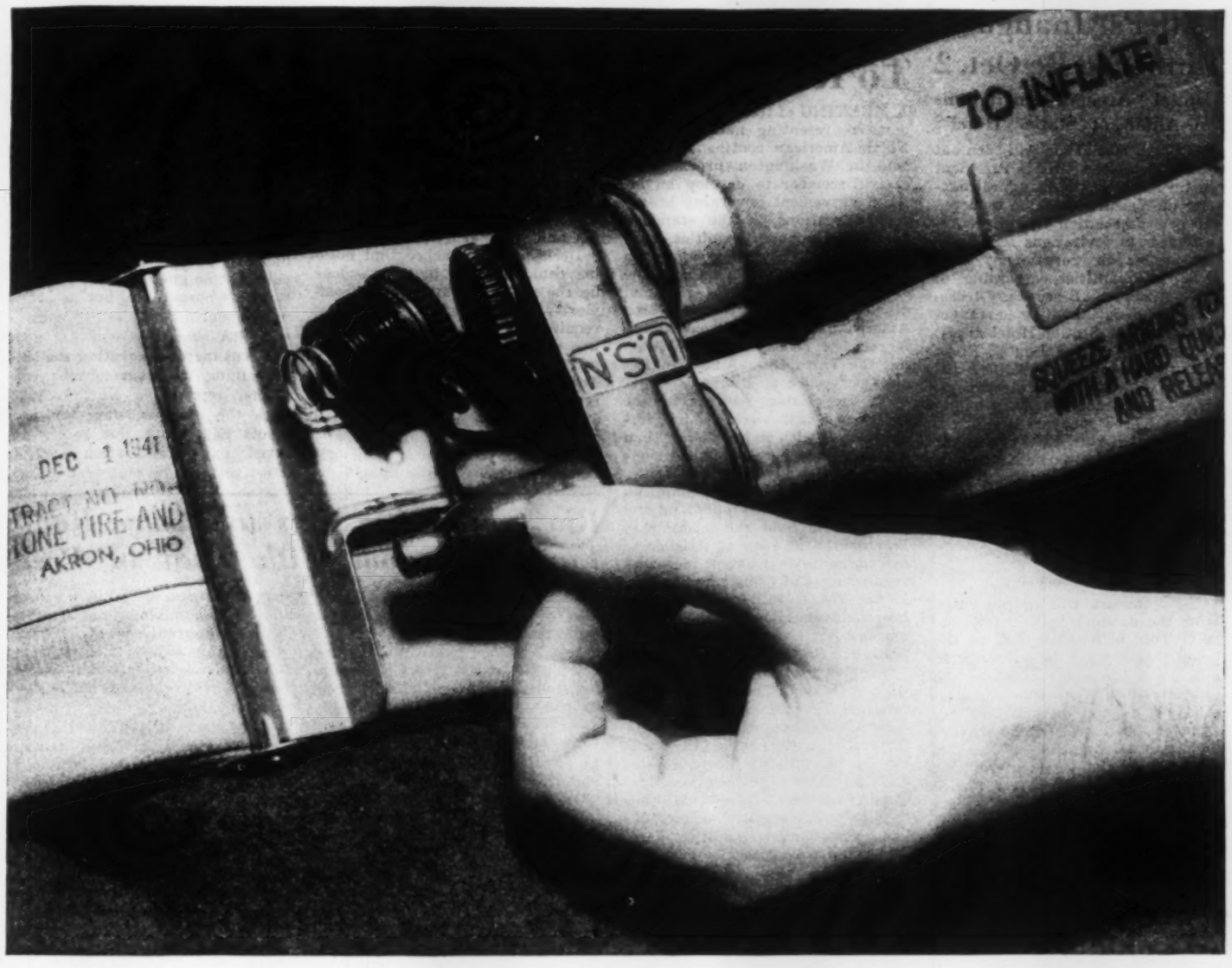
Radio had no precedent to guide it, too, for in the last war broadcasting as we know it today was non-existent. It was a new role in which the Industry found itself December 7, 1941. But it was a role well-played and a job thoroughly done.

I should like to state that much of the success of radio censorship depended upon the farseeing ability of the Director, Mr. Byron Price, who set the course and then ably guided the industry along the path. No little credit should go to Mr. J. Harold Ryan, retiring President of NAB, who set up the Broadcasting Division during those early trying days of the war.

I believe the work of the individual staff members was outstanding. This staff was small, never larger than six men. These men did an efficient job day-in and day-out exercising good judgment and setting a record for prompt and fair decisions. A special word of thanks to Eugene Carr, now manager of Brush-Moore Stations; Charter Heslep, now Washington manager for the Mutual Network; Lester Halpin, now news editor of KOIN Portland, Oregon; Edward H. Bronson, now manager of Station WJEF Grand Rapids; Stanley Richardson, now NBC London director; Peter H. Cousins, now on leave in Miami, Fla., and Robert K. Richards, now editorial director of BROADCASTING Magazine.

Radio should be proud of the job done under voluntary censorship which I am gratified to point out ended as quickly as it began with American radio still free, still self-reliant and still the best and most progressive system the world has ever known.

XUM



New type lifebelt

Here's a close-up of that air-inflated lifebelt you've been hearing so much about. See that small cylinder?

It's the same type of charger used to charge soda water for your highball. These belts can keep a man afloat until he's picked up... but if the charge should leak out it can be blown up with lung power.

Quite a development. It works fast .. and is dependable.

If you're looking for an emergency belt operation for pre-testing a copy appeal . . . that works fast and is dependable—we've got just the thing for you.

It's a radio station in the country's sixth largest city. It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

Most time buyers will recognize that this advertisement could only be signed by one station . . . but in case you haven't heard . . . it's W-I-T-H in Baltimore.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Miller's Inaugural Dinner to Be Oct. 2

Capital Accepts Invitations To Affair at Statler Hotel

CAPITAL officialdom will turn out Oct. 2 to welcome NAB President Justin Miller at the inaugural banquet in Washington to be tendered the new association executive. Acceptances to invitations sent leading figures in government have come in quantities, according to C. E. Arney, NAB secretary-treasurer, who is handling arrangements for the Statler Hotel affair. Toastmaster will be Don S. Elias, executive director of WWNC Asheville, N. C., and NAB director-at-large, famed for his story-telling talents. Three speakers are scheduled—Paul Porter, FCC chairman; J. Harold Ryan, interim NAB president, who will deliver his farewell address, and Mr. Miller, who will deliver his inaugural address. A. D. (Jess) Willard, new executive vice-president, will be introduced.

No Broadcast

No broadcast will be permitted from the banquet hall, Mr. Arney said. This policy is based on the belief that it would be bad radio to pick up a speaker because of the difficulty of running off banquets on schedule during the war period. Broadcast pickups of speakers will be permitted outside the banquet hall if they do not interfere with the program, he added. Attendance of about 800 is planned for the affair, to be held in the Presidential and Congressional rooms of the Statler.

The Oct. 1-2 NAB board meeting will hear Mr. Miller's report on the recent Broadcast Mission to the European Theater. Hugh Feltis, di-

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Engineers Meet in December To Revise NARBA Allocations

A MEETING of technical radio experts representing nations of the North American continent will be held in Washington probably in early December to develop an interim agreement governing broadcast allocations in the standard band to eliminate inequities, particularly as they may apply to Cuban assignments. This was the outgrowth last week of informal discussions relating to the North American Regional Broadcasting Agreement (Havana Treaty) during the Third Inter-American Radio Conference at Rio.

At the closing sessions of the conference last week, which formally dealt with matters other than broadcasting *per se*, unanimous approval was given by the U. S., Canada, Cuba, Mexico, Dominican Republic, Haiti, Newfoundland and Bahamas to hold the meeting in Washington as soon as possible to determine to what extent increased requirements of Cuba could be met. It was also logically expected that proposals would be made by other nations. NARBA expires March 29, 1946, but Canada proposed a two-year extension and the U. S. a one-year extension. The agrement became effective March 29, 1941.

Agreement to extend NARBA for either one or two years was blocked by Cuba at Rio because of dissatisfaction with its allocations. Cuban representatives said they required more stations below 1000 kc to serve the island adequately at night. Cuba proposed in a lengthy memorandum that it be given use for a Class I-A station of 690 kc, now assigned to Canada and used by CBF Montreal with 50 kw. It also asked Class II privileges up to 50 kw for certain frequencies further up the spectrum, to 20 kw on others, and between 500 w and 10 kw on still others. Cuba said it desires Class I-B privileges on certain frequencies and that altogether it desired nighttime operation on 19 U. S., Canadian and Mexican Class I-A and regional frequencies.

Decision was reached that nothing could be done in Rio to clear up the matter because of the complexity of the engineering studies required. Then the unanimous vote was given for the December meeting, with the date to be determined. The meeting was animated, it was reported, by the desire to cooperate. The U. S. delegation pointed out, that it could not agree to any substantive proposal now in advance of engineering studies.

AFRA GIVES OKAY TO NEW CONTRACTS

NATIONAL BOARD meeting of AFRA in New York approved collective bargaining contracts which had been negotiated with WOOD KGB KFSD KFMB WLAW WRC WSBC. Board also received a report on the *Masquers Show* to be sponsored on CBS by Campbell Soup Co. with a top guest fee of $2,500 and discussed possible conflict of this policy with an AFRA rule that no guest star be paid less than his normal fee, but no action was taken.

AFRA members will get a 10 per cent increase covering the 1944 sustaining and commercial contracts, retroactive Nov. 1, 1944, with the effective date for payments Sept. 20th, due to the relaxed pay stabilization controls effective four days after V-J Day.

Rio Conference Acts to Insure Radio Equal Freedom With That of Press

RESOLUTIONS recommending governmental action to insure for radio the same freedom that is now enjoyed by the press, to aid and extend the exchange of programs between the American nations and to prohibit the pirating of programs were adopted by the third Inter-American Radio Conference in Rio De Janeiro which concluded last week, according to a radiogram received Thursday from William F. Brooks, NBC director of news and special events.

"Outside of the official conference meetings," Mr. Brooks reported, "Broadcasters from 15 countries met in extra session and formed an Inter-American Broadcasting Congress dedicated to raising the standards of broadcasting in the Western Hemisphere through an exchange of ideas and information. First meeting of the Congress was set for Havana, March 15, 1946. A preliminary committee on publicity and organization will meet in Mexico early in the year.

Vote Apiece

"As tentatively planned, each country will have one vote in the Congress, irrespective of size. Idea of the Congress was promulgated throughout the conference by Senores Lorenzo F. Sicco of El Espectador, Montevideo, and Dr. Jose Luis Fernandez Camara, Mexicana Radiodifusova, Mexico City, who were named president and secretary, respectively."

Conference is winding up with completion of the various resolutions and expects the final plenary session about Sept. 25, Mr. Brooks concluded, adding that he expected to be back in New York today (Sept. 24).

Resolutions adopted were:

1. On freedom of information, recommending to American governments promulgation of such necessary measures as to give expression of thought on radio same effective guarantees of freedom which press enjoys, and providing for transmission and multiple reception of press and radio news material.

2. (Article 19). With the purpose of prompting closest possible relations between people of American region, contracting governments shall adopt necessary measures to extent of their respective possibilities to facilitate and extend retransmission and continued reciprocal interchange of culture radiotelephonic programs of an artistic, scientific and historical nature. Information concerning such broadcasts shall be furnished with as much advance notice as possible in order to assure maximum publicity and dissemination.

3. Providing that contracting governments shall take appropriate measures to insure that no program transmitted by a broadcasting station may be transmitted or utilized in whole or in part by any other station without previous authorization of the station of origin.

Representatives of U. S. broadcasting, communications, press, amateur and other interests at the conference included, in addition to Mr. Brooks, G. F. Leydorf, Crosley Corp. radio engineer; Philip F. Siling, manager of RCA Frequency Bureau and Thomas H. Anderson; Fred E. Meinholtz, *New York Times* radio chief; Marden G. Cooke, Press Wireless; H. L. Carroll, Raytheon Corp.; James Miller, UP; Chandler Diehl, Rio manager, AP; Victor Hawkins, Rio manager, INS; Col. Thompson H. Mitchell, vice-president and general manager, RCA Communications; A. L. Budlong, American Radio Relay League; R. D. Campbell, radio engineer, and L. E. Whittemore, special representative, AT&T; Kenneth McKim, vice-president, IT&T.

Subscription Radio Folds as Benton Moves Into State Dept. Assignment

SUBSCRIPTION RADIO has been folded by William Benton and his associates, the new Assistant Secretary of State advised FCC Chairman Paul A. Porter in a letter dated Sept. 14 and released last week by the Commission.

Mr. Benton

Mr. Benton and Donald S. Russell were confirmed Sept. 14 by the Senate as Assistant Secretaries of State. Mr. Benton, who has been assistant to the president, U. of Chicago, and head of Muzak Corp. and Subscription Radio Inc., will have charge of the newly-created Office of International Information & Cultural Affairs, Secretary of State Byrnes announced last week.

The new agency will be charged with the coordination and direction of formulation of policy and taking action in the field of international information and cultural affairs; development of policies and programs promoting freedom of information among peoples; furtherance of international interchanges of persons, knowledge and skills with other countries; coordination of the programs and activities of other Federal agencies in the international interchanges of persons, knowledge and skills with overall U. S. foreign policy.

Secretary Byrnes said the new department will begin operations Jan. 1, at the expiration of the Interim International Information Service, set up by the President when he abolished OWI [BROADCASTING, Sept. 3]. Secretary Byrnes also announced the appointment of Ferdinand Kuhn Jr., formerly of the *New York Times*, to be director of IIIS. Mr. Kuhn for the past 2½ years, has been deputy director of

(*Continued on page 81*)

XUM

In the West it's

KSL

KSL • Salt Lake City, 50,000 watt clear channel station • CBS

IN THE WEST IT'S KSL

The West is big. In this land of vast spaces, radio must be big too. It must leap the mountains, span the rivers, and fly the deserts. In the West it's K S L. This tradition is by no mere accident. K S L can be heard most everywhere. This has been so for years, and people have come to depend on K S L. To serve such a vast area of America from the busy industrial cities of the Intermountain country to the lone sheep herder on the high prairie is a challenge. But Westerners know K S L and K S L knows and interprets the spirit of this rugged, robust West.

KSL Listening Areas ● CBS 7th Area Study

XUM

Dilley Looks at Broadcaster; Is He Schizo or Is He Phrenia?

The Psychiatric Side of Radio's Birth as Seen By One Who Deeply Resents It

September 14, 1945.

Mr. Sol Taishoff
Broadcasting Magazine
870 National Press Bldg.
Washington 4, D. C.

Dear Sol:

I think the attached exchange of correspondence will provide you with at least one laugh. The life of a busy broadcaster is such that little incidents like this one can always be accommodated.

WWJ—The Detroit News.
General Manager
HARRY BANNISTER

1528 Pacific Ave.
San Francisco, 9
Aug. 21, 1945

Station WWJ,
Detroit, Mich.

Gentlemen:

I read your advertisement telling us it was *you* who started radio 25 years ago. I feel compelled to let you know that I, for one, do not share your enthusiasm over this fact. In my experience, radio has meant just 25 years of increasing hell. However, maybe it was pretty brave of you to acknowledge your responsibility.

You loosed on the world a flood of loathsome gibberish formerly confined solely to lunatic asylums. You have poisoned and undermined the *natural* joy of decent living everywhere. You have misled and drugged and debauched the tastes and sensibilities of a whole people. And embittered me.

The few possible advantages of radio have been swamped and nullified in the noxious mess that pours out of these boxes day and night.

I wouldn't have boasted about having started this thing. It would have been more seemly of you, I think, not to have mentioned it. Silence is still golden (in principle, at least).

PERRY DILLEY.

Sept. 4, 1945

Mr. Perry Dilley
1528 Pacific Ave.,
San Francisco 9, Cal.

Dear Mr. Dilley:

You probably did not know that when yours of Aug. 21 was written that it would inevitably end up at my desk, I being head man at WWJ. Nor did you know that because I am a schizophrenic my reactions to your letter would be highly mixed. I will now answer you in two parts, one for each of the diametrically opposite sections of my split personality.

As Schizo, I deeply deplore the intemperateness of both your thoughts and language. It is quite apparent to me that you are really a frustrated radio announcer, venting your spleen upon those who happily can forget their inhibitions, via the ether.

As Phrenia, pal, I think you've got something!

HARRY BANNISTER

Sept. 9, 1945

Dear Mr. Bannister:

Thank you for your reply to my letter. I was unprepared for it, especially the part where you lay bare your soul. My only comment on this frank revelation is that the mental hazards of working in a radio station must be very great. Glad you haven't suffered anything worse.

But you're wrong when you infer that I, too, am a schizophrenic. I am quite whole and total, I assure you, in my prejudice; I have never felt the slightest ambition to join the diabolical fraternity of announcers, to torture the ears of helpless humanity; I don't even own one of the things. No, it must be something else that's wrong with me.

Psychiatrists agree that many a neurosis, instead of being a true pathological condition, represents actually the efforts of a healthy organism to maintain its integrity against overwhelming evils in the environment. In such case society is neurotic, the individual normal, though his thoughts and language appear unusual, or even intemperate. Radio today has all the earmarks of a mass neurosis.

I appreciate your graciousness in taking the bother to write me.

Regards to Phrenia,

PERRY DILLEY

From: SOL TAISHOFF
To: ROBERT K. RICHARDS
Date: Sept. 17, 1945
Subject: LETTER FROM MR. BANNISTER

ATTACHED is a letter from Harry Bannister of WWJ, with some interesting enclosures. Will you look into this matter.

Sept. 17, 1945

Ed Murphy,
Broadcasting Magazine
San Francisco, Cal.

CAN YOU ASCERTAIN POSITION HELD BY PERRY DILLEY, 1528 PACIFIC AVENUE, SAN FRANCISCO. WOULD LIKE INFORMATION BY RETURN WIRE.

ROBERT K. RICHARDS

(*Continued on page 64*)

THE VICTORY LOAN

October 29–December 8

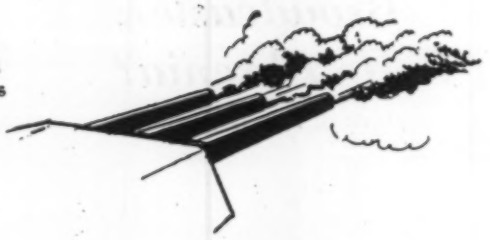
More than ever before, the people of America must be thoroughly and completely informed of the "reasons why" they should buy Victory Bonds.

Radio, by its very nature, reaches most directly to the hearts and thereby the pocketbooks of America.

The Treasury Department is again hoping for and depending upon the magnificently generous voluntary support of the broadcast industry to help us "sell" this final Drive—to share the cost of Victory—to lay a sound foundation for a strong and stable United States.

This space donated to the U. S. Treasury by station WBIG, Greensboro, North Carolina.

All of the big guns on Navy ships and a majority of their smaller guns are directed by radars designed by Bell Telephone Laboratories and made by Western Electric.



What TEAMWORK

Bomb-directing radars used on B-29s were designed by the Laboratories and made by Western Electric.

This team developed and produced low altitude radar bombsights widely used against the enemy's merchant shipping.

Bell Telephone Laboratories and Western Electric were "naturals" for the leading part they played in the radar program. For years they've worked as a team in developing and producing complex electronic equipment.

Here are some unadorned facts about what their teamwork made possible.

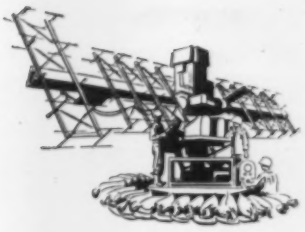
Up to the end of the war, Western Electric had furnished the Army, Navy and Air Forces with more than 56,000 radars of 64 different types, valued at almost $900,000,000.

In 1944 alone, Bell Laboratories worked on 81 different types of radar systems and Western Electric produced 22,000 radars of 44 different types — of which 20 were new in production that year.

Western Electric was the largest producer of the cavity magnetron and other essential vacuum tubes for radar. Number of tubes required for Western Electric radar systems varied from less than 100 to nearly 400 per system.

Complexity of radar manufacture is indicated by the fact that even a simple type may require 4,000 labor hours to manufacture and the larger types as much as 40,000 labor hours.

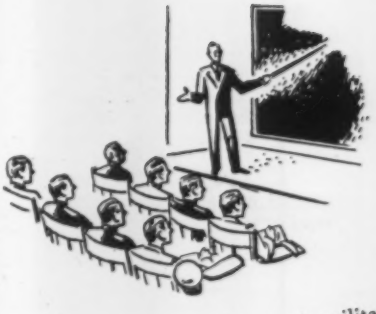
XUM



From the very beginning, ground radars made by Western Electric played an important role in all theatres of war.

did for RADAR

Bell Laboratories developed more than 100 different radar test sets. In 1944, Western produced over 40,000 test sets of 68 types.



A school to train military personnel to operate and maintain radar was established by the Laboratories. Over 100 courses were given to some 4,000 officers and men.

The same team is working for YOU!

The unique combination of brain power and manufacturing facilities that made Bell Laboratories and Western Electric the nation's largest source of radar, is now devoted to bringing you the best in communications equipment for a world at peace. In peacetime off-shoots of radar—and in FM, AM and television broadcasting—in radio telephone equipment for every type of mobile service—this team can be counted on to lead the way.

Western Electric built up a Field Engineering Force of more than 500 specialists. They served with all branches of the Armed Forces on all fighting fronts.

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communication.

Western Electric
Manufacturing unit of the Bell System and nation's largest producer of communications and electronic equipment.

XUM

Westinghouse Enlarges Engineering Section to Develop Stratovision Units

ENLARGED engineering section has been announced by Westinghouse Industrial Electronics Division to develop and produce first Stratovision units for airborne television and FM transmission, according to Walter Evans, Westinghouse vice-president in charge of radio.

Head of the section is Charles E. Nobles, 27, radar specialist, who devised the Stratovision plan. The enlarged unit will devote full time to airborne field tests to be made in cooperation with Glenn L. Martin Co., co-developers of the system. Active development, delayed by military radio and radar production, will bring speedup of development and flight tests may start before winter.

A high-altitude plane is sought from surplus war stocks for the first tests. Martin tentative designs will be revised if need is shown. Plane tests will be conducted by Martin test pilots, Mr. Evans said, referring to a flood of applications from war fliers.

Stratovision could employ eight planes, each carrying four television and five FM transmitters, to form a coast-to-coast network. Six more planes would extend coverage to 51% of the nation's area, 78% of the population.

Morris Represents

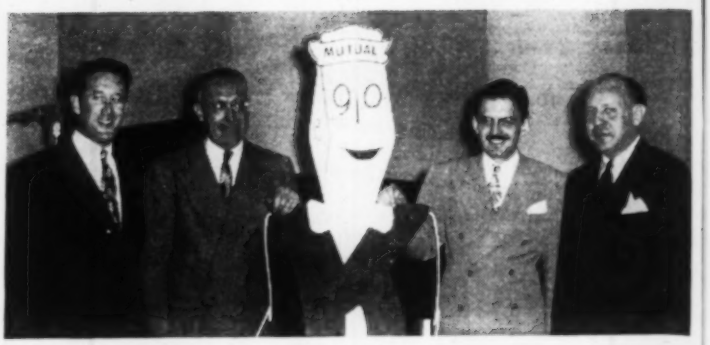
WM. MORRIS AGENCY, New York, is representing Lee Wallace Teleshows, New York, producers of package shows for television. Firm established by Lee Wallace, former television actor, has consumer quiz shows, human interest and headline dramas, package shows and one-minute time and weather announcements ready for sponsorship. Bob Emery, WOR director and executive producer of WOR television, is directing the Wallace dramatic programs.

General Foods Show

GENERAL FOODS Corp., New York (Post's bran flakes and raisin bran), is sponsoring *Kate Smith Talks* on CBS Mon.-Fri., 12-12:15 p.m. Effective with Oct. 1 broadcast, 69 stations dropped from network in 1944 will be added, bringing total CBS stations carrying program to 135. Agency is Benton & Bowles, New York.

Seven Vets for KALL

SEVEN ex-servicemen will be on the roster of KALL Salt Lake City when that station takes the air Sept. 30 as a Mutual outlet. Bruce Thornton, KALL special events director, served with the Army Air Forces, as did Announcer Ted Turner and Operator Milt Jones. Announcer Mel Standige is a Navy veteran, and Operator Bill Miller was with the Merchant Marine. Announcers Harold Cunningham and Jon Duffy are both Marine Corps combat veterans.



GREETINGS TO KALL, new Salt Lake City station to take the air Sept. 30, were extended by (l to r), James Mahoney, MBS western representative; Gus Backman, Salt Lake City C. of C.; George Hatch, KALL and Intermountain Net general manager, who received greetings; Lewis Allen Weiss, Don Lee v-p and MBS executive v-p. Ceremony took place in KALL studios. That's Mike Mutual in the middle.

NABOB TEA RENEWS IN WESTERN CANADA

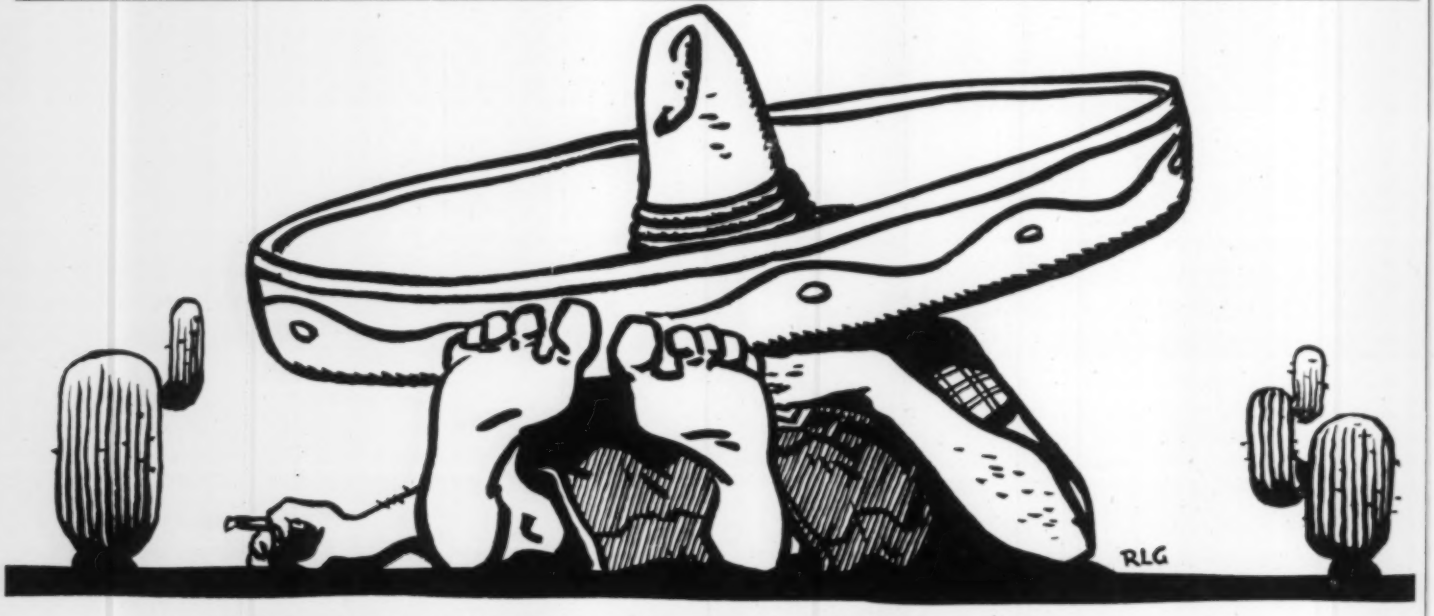
FOR THIRD successive year Kelly Douglas & Co. has renewed its *Harmony House* on CBC's Western Trans-Canada Network (Mon., 8:30-9 p.m. PWT) for its Nabob Tea. Cash prizes over $200 up are given each week for Nabob Question of the Week to four stage contestants.

Highest Elliott-Haynes rating was 20.9. Originating point is Vancouver's Orpheum Theater, with 20-piece orchestra and vocalists. Program was first network commercial out of Vancouver on 39-week contract at time of first airing. Agency is Stewart-Lovick, Vancouver.

CBS Will Buy Scripts Offered by Employes

IN AN INTER-OFFICE communication Douglas Coulter, CBS vice-president in charge of programming, explained CBS policy toward paid employes with creative ability. CBS, according to memo, will pay employes (other than writers, directors and producers who are employed for their creativeness) a fair price for any other program ideas or scripts for network use.

Amount of payment, would be that of the customary prices paid on the open market. Formal release will be given to those ideas and scripts which the network does not wish to use so that they may be sold elsewhere by the creator.



DON'T BE STRUTHIOUS*!

When considering your post-war sales plans, consider well the Station which had practically 100% renewals in 1945 . . . for that's our story!

* The dictionary says—"ostrich-like"

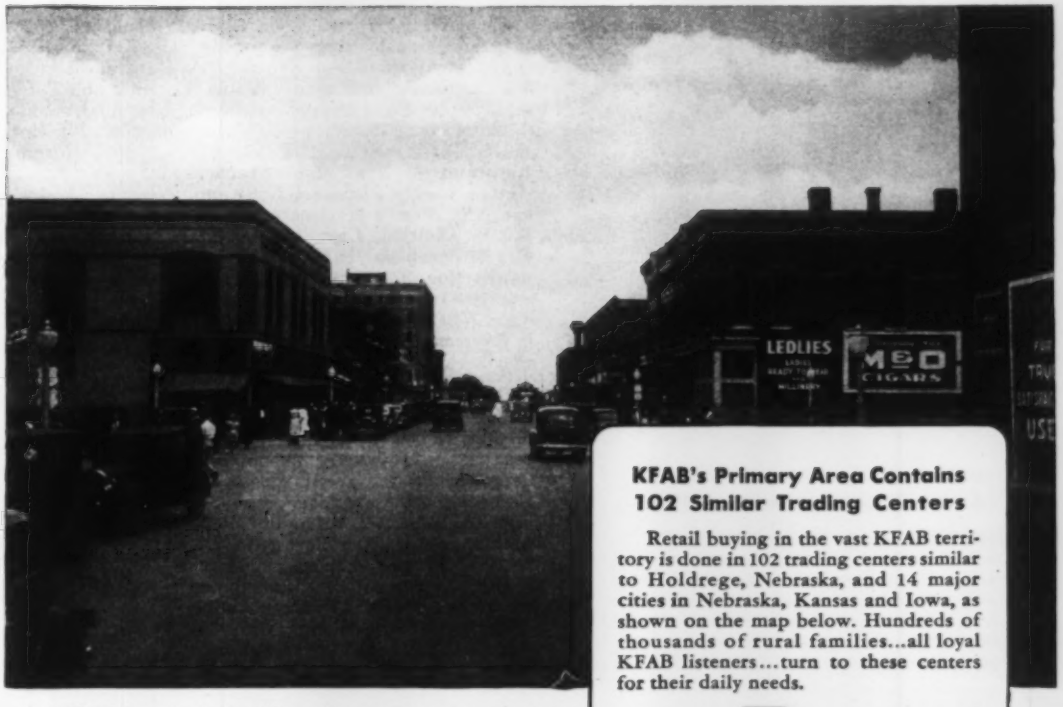
Represented Nationally by Geo. P. Hollingbery Co.

WIP

610 K. C. 5000 WATTS

XUM

Here is Holdrege, Nebraska
. . . A Typical Trading Center



"We'll buy it in Holdrege" is a common phrase used by people living within 50 miles of this flourishing midwestern town. Holdrege is a typical trading center for thousands of people who reside in the KFAB territory.

Holdrege is progressive. Located in the heart of the 36 million dollar Central Nebraska Public Power and Irrigation District, Holdrege is assured of unlimited electrical energy for processing the ever-generous yields of crops made possible through irrigation.

And when folks go into Holdrege to do their buying, they naturally ask for products they've heard about over KFAB, THE BIG FARMER STATION.

KFAB's Primary Area Contains 102 Similar Trading Centers

Retail buying in the vast KFAB territory is done in 102 trading centers similar to Holdrege, Nebraska, and 14 major cities in Nebraska, Kansas and Iowa, as shown on the map below. Hundreds of thousands of rural families...all loyal KFAB listeners...turn to these centers for their daily needs.

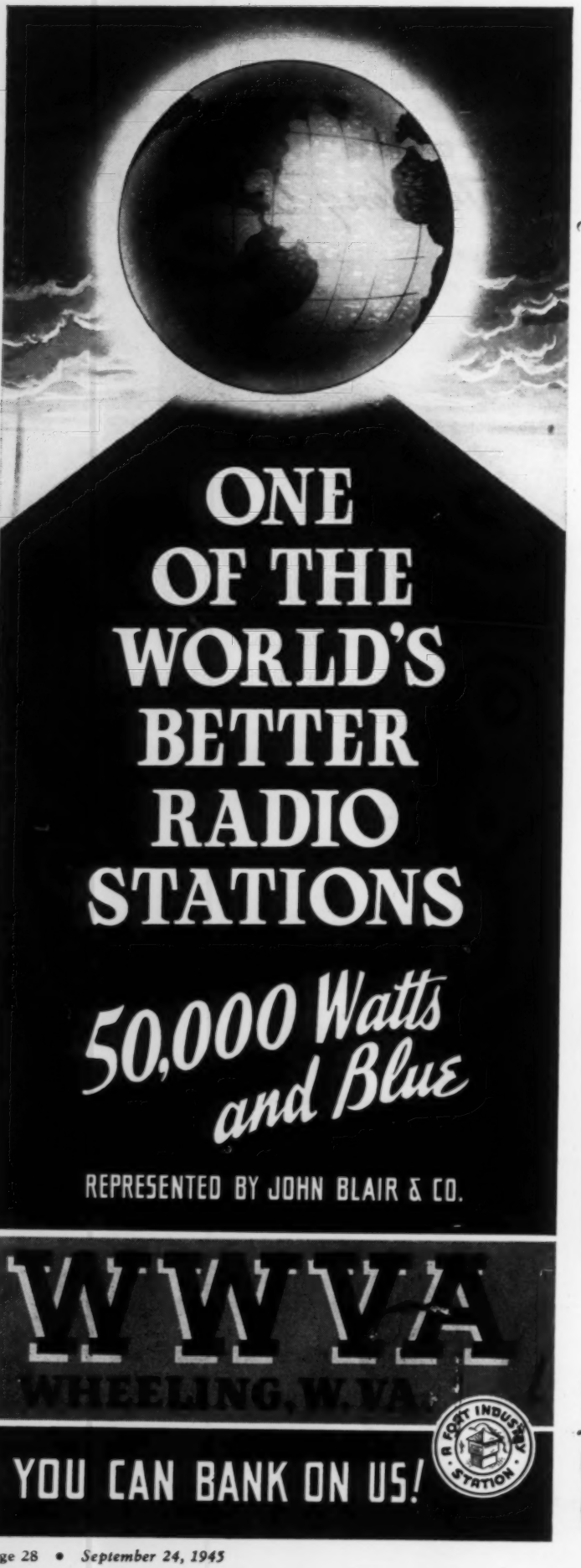
"The BIG Farmer of the Central States"

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY


ONE OF THE WORLD'S BETTER RADIO STATIONS
50,000 Watts and Blue
REPRESENTED BY JOHN BLAIR & CO.
WWVA
WHEELING, W. VA.
YOU CAN BANK ON US!
A FORT INDUSTRY STATION

Interest in News Programs Continues High on West Coast Despite War's End

CONTRARY to general prediction that there would be a slackening of interest in news broadcasts with war's end, record shows five new clients have joined ranks of newscast sponsors on Pacific Coast network basis since Sept. 1.

Leading off is NBC with Grove Labs., Elkhart, Ind. (Grove's Tablets, vitamins) which on Sept. 10 started sponsoring five-weekly quarter-hour *Okay For Release* on five Pacific stations. Agency is Russel M. Seeds Co., Chicago. Bozeman Canning Co., Mt. Vernon, Wash. (Pictsweet frozen foods), through Ruthrauff & Ryan Inc., Seattle, started weekly *Pictsweet News* on five NBC Pacific stations on Sept. 1. In addition, Campbell Cereal Co., Minneapolis, on Sept. 17 renewed for 52 weeks its thrice-weekly Graeme Fletcher-News on eight NBC Pacific stations. Agency is Raymond R. Morgan Co., Hollywood.

Campell Buys Alcott

Campbell Soup Co., Camden, N. J., with Oct. 1 starting date, has purchased five-weekly five-minute news spot with Carroll Alcott on 10 CBS Pacific stations. Agency is Ward Wheelock Adv., Philadelphia. Staze Inc., New York (Staze), on Sept. 10 started sponsoring Rex Miller, commentator, three times per week on Don Lee Pacific stations with placement through Raymond Spector Adv., New York.

Plough Inc., Memphis (Penetro), effective Oct. 1, renewed on 52-week basis its thrice-weekly sponsorship of Fulton Lewis jr. on 37 Don Lee stations, and on Nov. 1 adds two additional network stations. Agency is Lake-Spiro-Sherman, Memphis.

The Knox Co., Los Angeles (Mendaco), concurrent with opening of Associated Broadcasting Corp. on Sept. 16 started weekly sponsorship of Graeme Fletcher, news analyst, on all stations of that network. Placement is through Raymond R. Morgan Co., Hollywood.

George H. Phelps

GEORGE HARRISON PHELPS, 62, vice-president of Maxon Inc., New York, died Sept. 15 at Doctor's Hospital in New York. Mr. Phelps organized the George Harrison Phelps Inc., advertising agency in 1921, and ten years later became president of Dorland International. Two years later he became a partner in Fenner & Beane, Miami investment brokers. In 1939 he returned to the advertising field as president of George Harrison Phelps Ltd., of London, and later became vice-president of Maxon Inc. He served as special envoy to Europe for the Yachtmen's Assoc. of America and in 1930 was special commissioner of U. S. Department of Labor in Europe. He was chairman of the American Committee for the Paris International, Colonial and Overseas Exposition in Paris, 1931, and six years later served on the American committee of the Paris International Exposition. He was awarded the Legion of Honor by the French Government. Surviving are his wife, Mrs. Laura S. Phelps, and two sons, William Erland and Harrison S. Phelps.

Grid Broadcasts

WIND Chicago is broadcasting exclusive play-by-play of 12-game season of Chicago Bears professional football team. First game was Sept. 11.

KRNT

A Cowles Station

WOL Washington, WHOM New York, WCOP Boston, WNAX Sioux City—Yankton

5000 WATTS
(FULL TIME)
1350 Kilocycles
AMERICAN BROADCASTING COMPANY
Affiliated with the Des Moines Register & Tribune
KRNT
Des Moines 4, Iowa

Weekly Program Schedule

September 2nd to 8th

Right now this familiar weekly schedule is on the desk of many men in many cities . . . men charged with the responsibility of buying time for clients who demand the most economical way to reach new listeners and make them respond.

Back of the 126 hours per week within the schedule, are many times 126 hours of work in program planning and program promotion because strategy in station operation is as important as strategy in advertising.

For example: We block our programs as to type and mood. Two hours and a half of music and news each weekday from 6:00 to 8:30 a.m.

Another case: *The Gene Emerald Show—an hour and a half of music and entertainment every day from 3:30 to 5:00 p.m.

At *12:00—*6:00 and *10:00 p.m., each of our own newscasts is followed by network commentators; Baukhage at 12:15 p.m.; Swing at 6:15 p.m.; and Fulton Lewis Jr., at 10:00 p.m., in that order.

We've set ourselves to the task of programming this station for the listener. And the special ingredient is friendliness.

Every day we advertise this schedule. Our musical programs . . . our own personalities like Betty Wells, Wynn Hubler, Gene Emerald, Jon Hackett . . . our network programs . . . like the Breakfast Club . . . Breakfast in Hollywood . . . Glamour Manor . . . Ladies Be Seated . . . America's Town Meeting . . . Blind Date . . . all are promoted in every way possible.

KRNT has won national prizes for such promotion—we've won lots of listeners, too.

It all adds up—this strategy of operation. It fits our clients' strategy of advertising, giving them an economical way to reach new listeners and make them respond.

***Ask your Katz man for ratings—they tell the tale.**

It happened on NBC

APRIL, 1940
Clue 1
Bristol-Myers, in behalf of Vitalis, undertook the sponsorship of a year-round "crime does not pay" story—Mr. District Attorney—over 51 stations of the NBC Network.
OCT., 1940—APR., 1941
Clue 2
Mr. District Attorney was shooting his way ahead fast. The first winter season average Hooper rating was 14.8.
OCT., 1942—APR., 1943
Clue 3
Mr. District Attorney rounds out the winter crime season with an average Hooper rating of 23.2—well up among the ten highest rated programs on the air.
JANUARY, 1943
Clue 4
Mr. District Attorney notched his gun with a peak Hooper rating of 28.3—by far the highest rating ever earned by a program of this type.
APRIL, 1945
Clue 5
Mr. District Attorney, now broadcast over 130 NBC stations and reaching an estimated weekly audience of 20,000,000 listeners, has completed five strikingly successful years on NBC under Bristol-Myers' sponsorship.

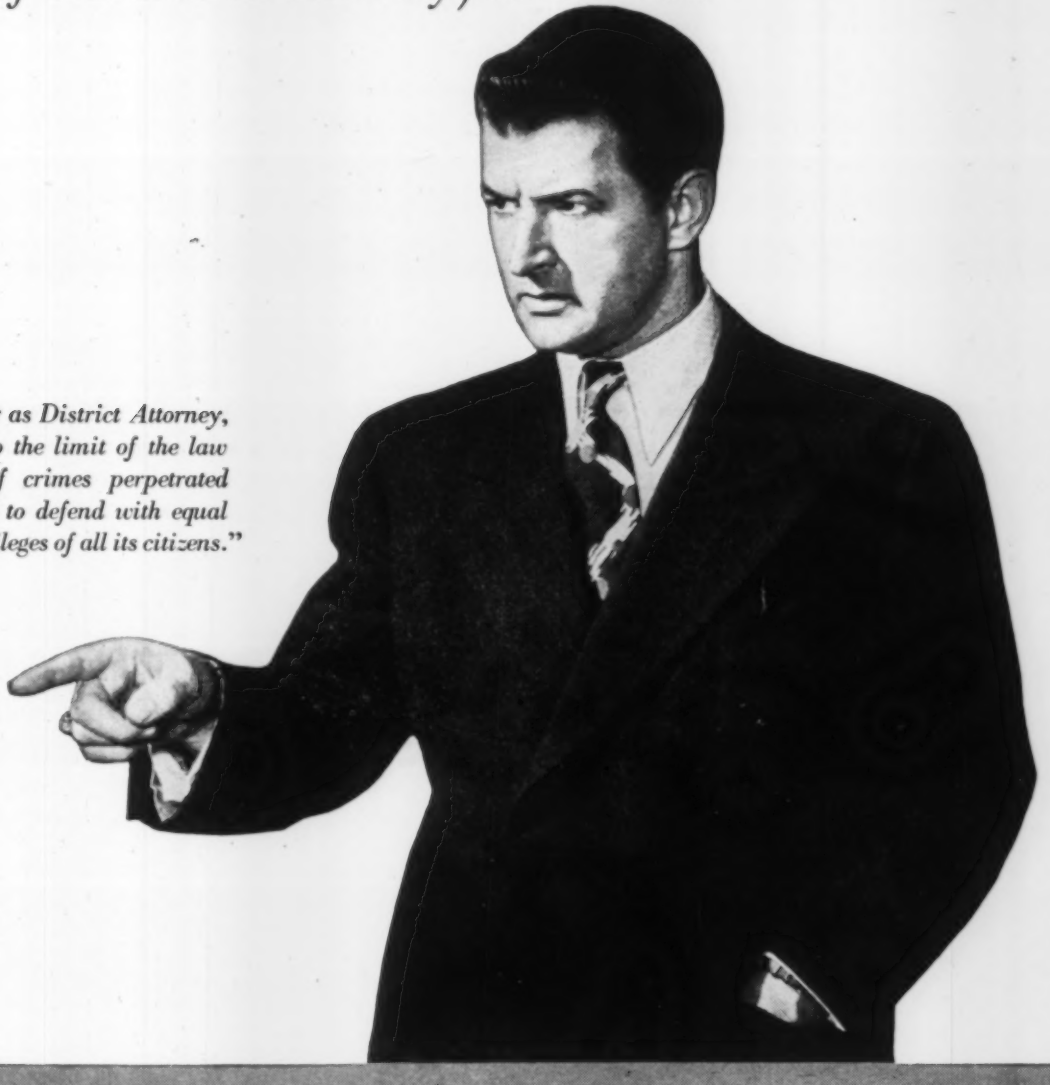
▶ **The idea for Mr. District Attorney** is 281 years old. It was in 1664 that rogues were first prosecuted in the Court of General Sessions of the County of New York. In those days the District Attorney's job consisted merely of trying such pickpockets, firebugs, horse thieves, and occasional cutthroats as the police brought in. Today the D. A. must dispose of the same old crimes—and in addition he must unravel such things as stock frauds, bucket shop deals, false insurance claims, forgeries, and most important of all he must constantly direct the attack on the vast organized underworld structure of crime and racketeering.

During his five years on the air, Bristol-Myers' and NBC's Mr. District Attorney has exposed more than 250 different rackets and successfully brought their perpetrators to justice.

In the course of this five-year crusade against organized crime, gangsters, gun molls, policemen, and one or two innocent bystanders have been

XUM

(The Crusade of Mr. District Attorney) NO. 5 OF A SERIES



"And it shall be my duty as District Attorney, not only to prosecute to the limit of the law all persons accused of crimes perpetrated within this county, but to defend with equal vigor the rights and privileges of all its citizens."

bumped off in a variety of ruthless manners. Victims have been shot, stabbed, drowned, asphyxiated, killed in automobile crashes, pushed from the tops of buildings, and otherwise annihilated, exterminated and noisily rendered inaccessible to the world of the living—all with the amiable aid of NBC's crew of expert sound technicians.

Nor has Mr. District Attorney escaped unscathed. A mad scientist once walled him up in a sarcophagus, a killer attempted to hang him while he was sleeping peacefully in his bed, and another maniac tried to blow him apart with a well-placed bomb. None was successful.

The verdict? **Crime Does Not Pay.** But ask Bristol-Myers, sponsors of this energetic series, and they will tell you that given the facilities of the NBC Network, the vast jury of the NBC audience and the association of other great NBC programs —Mr. District Attorney DOES PAY, week after week, in constant and increasing listener interest.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

COL. HILL NOMINATED FOR BRIG. GENERAL

COL. LUTHER L. HILL, deputy director of War Dept. Bureau of Public Relations, has been nominated by President Truman for promotion to brigadier general. A graduate of West Point, Col. Hill was on inactive status between 1923 and 1942. In 1936 he became vice-president and general manager of the Iowa Broadcasting Co. (now Cowles Broadcasting Co.). He is now on leave from the post of executive vice-president of that company.

Col. Hill

KCMC Texarkana, Tex., appeals for aid in behalf of a soldier who lost his savings in a billfold brought financial response surpassing $100 lost.

FCC Vet Aid

FCC has confirmed the announcement that it would consider issuance of conditional construction permits for FM facilities to men now in military service, affording period of 90 days to such applicants to file engineering data on proposed operations. Commission urged servicemen to submit their applications promptly and added that it would consider extensions of time if needed in individual cases to submit necessary engineering details in applications.

Wildroot Signs

WILDROOT Co., Buffalo, N. Y., starts sponsorship Oct. 13 of a half-hour musical show featuring Woody Herman & His Orchestra, Thursday 8-8:30 p.m. on full American network. Contract for 52 weeks was placed through BBDO New York.

G. E. WILL HAVE 10 CHRISTMAS MODELS

GENERAL ELECTRIC Co., Schenectady, expects to have 12 radio models on the market in time for Christmas buying, with first table model line production starting Oct. 1, and others following at approximately one week intervals, according to Paul L. Chamberlain, sales manager of the receiver division.

Company will start manufacturing more standardized and lower priced sets, with production of its full radio line starting early next year. Although all plans are contingent upon availability of materials and components, by Christmas it is expected 12 models will include an AC-DC battery portable, a radio phonograph console incorporating new G. E. electronic reproducing system, and 10 table models of wood and plastic.

Expanded FMBI Program Planned

Board of Directors Meeting Tuesday Will Get Outline

A PROGRAM for the future operation of FM Broadcasters Inc., calling for expanded activities as a service organization will be proposed to the FMBI Board of Directors, meeting Tuesday (Sept. 25) at the Waldorf-Astoria, New York.

An executive committee, named Aug. 14 by President Walter J. Damm, WMFM Milwaukee [BROADCASTING, Aug. 20], to recommend the organization's future policy was to meet in New York Monday to draw up a final draft of its proposals. On the committee are Wayne Coy, *Washington Post*, licensee of WINX Washington and applicant for W3XO, the Jansky & Bailey FM outlet in the Nation's Capital, chairman; Cecil D. Mastin, general manager, WNBF-FM Binghamton, N. Y., and Gordon Gray, president, WMIT Winston Salem.

Majority Opposed

Although Mr. Coy declined to discuss his committee's recommendations, pending final decision by the full group, the majority of FMBI members opposed an invitation of the NAB board to merge with NAB [BROADCASTING, Aug. 13]. With allocations finally out of the way and FM on the verge of starting its full growth, it is understood that the executive committee will enunciate a strong policy for future operations.

This policy will include the expansion of the organization's Washington office and establisment of several departments to provide full service to members and liaison with the FCC and Congress, the latter where legislation is involved.

FMBI members are understood to feel that the Commission's allocation plans and its Rules & Regulations [BROADCASTING, Sept. 17] will not permit the development of FM to its full technical possibilities. A dearth of channels will make for more rigid regulation, it was pointed out, and such regulation by necessity will restrict the technical development of this improved method of broadcasting.

The status of Myles L. Loucks, managing director of the FMBI Washington headquarters, and Philip G. Loucks, general counsel, remained unchanged last week. Both men have tendered their resignations, but it is understood the executive committee will recommend that the Loucks brothers continue. Philip Loucks was managing director of the NAB prior to Neville Miller's election in 1938.

Publisher Buys

WILLIAM H. WISE & Co., New York (direct mail book publisher), starts sponsorship Sept. 22 of Galen Drake, Saturday 10-10:15 a.m. on 63 American stations. Series is contracted for 52 weeks thru Huber Hoge & Sons, New York.

How WKBB Gets Listeners For Your Program in Dubuqueland

On the Air

The hour-by-hour program schedule is frequently announced to deliver listeners to all WKBB programs. These program "plugs" remind WKBB listeners of the continuous entertainment offered by the local and American Network programs on WKBB.

Morning, noon and night, more Dubuque people listen to WKBB than to any other radio station! A listener preference as high as 4 to 1 for WKBB is proved in the recent survey conducted by Robert S. Conlan and Associates. Top place with Dubuque listeners makes WKBB the wisest choice for your Dubuque advertising appropriation!

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB DUBUQUE IOWA

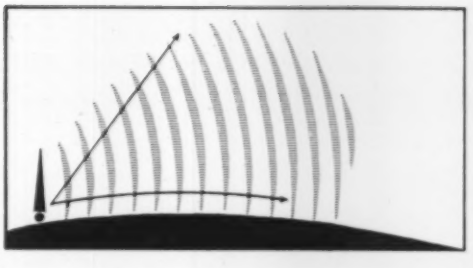
AFFILIATED WITH AMERICAN BROADCASTING COMPANY

Sky Waves Grounded

WKY COVERAGE INCREASED

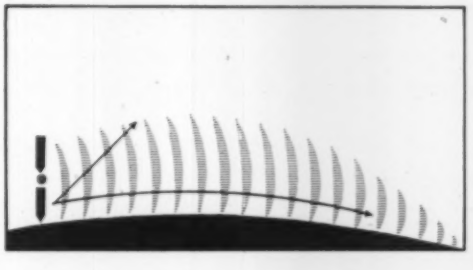
CONVENTIONAL SKY WAVE

Energy radiates from standard quarter-wave antennas at comparatively high angles. Sky waves are of little practical use in a station's normal service area.



WKY LOW ANGLE RADIATION

WKY's antenna was designed to squash down sky waves and use this energy to push farther out along the ground. This effect has been achieved with amazing success.



IF all the power shot into space by the average radio station could be concentrated along the ground, its effective coverage could be substantially increased.

To achieve this effect, WKY invested nearly $250,000 in new transmission facilities and built a 915-foot Franklin double half-wave antenna especially designed to squash down useless skywaves and concentrate them along the ground.

This daring experiment has proved an astonishing success. Field strength tests, now being made, show a marked increase in WKY's primary coverage.

This means, of course, better radio service for more Oklahomans and increased selling power for WKY advertisers.

WKY Oklahoma City

5000 WATTS DAY AND NIGHT
NBC—930 KILOCYCLES

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

ON THE SERVICE FRONT

American Troops Hearing Broadcast From Mobile Units

AMERICAN occupation troops in Japan are already hearing AFRS broadcasts from five mobile stations activated in Tokyo, Nagasaki, Osaka, Aomgri, and Keijo (Korea).

Stations, mounted in trucks originally used for Ordnance Repair, were reconstructed with sound-proof studios, specially fitted controls and carry their own generating equipment. With installation of permanent facilities, the "air-on-wheels" studios will be taken to other areas. Scheduled for Japan are 17 AFRS stations.

Supplied with two months entertainment, backlogged, of transcribed programs from AFRS Los Angeles, permanent stations will soon be placed on regular circuits flown by the Air Transport Command. Two AFRS San Francisco shortwave transmitters are beaming news, special events, and sports programs to the mobile stations for rebroadcast.

Concept of mobile stations was blue-printed several months ago by Col. Ken Dyke, Lt. Col. Ted Sherdeman, Maj. Graf Boepple and Capt. Harmon Nelson. Original homeland invasion plans called for mobile stations to be landed between D-Day and D plus 15, and were scheduled to go into operation on beachheads within 30 minutes after landing.

Station personnel including one officer and six enlisted men for each station unit, were also trained as Infantry troops.

SHORT SNORTER gets a going over by this group of radio writers, directors and producers before taking off for Atsugi Airfield near Tokyo in their tour of the Pacific. They include (l to r): Lt. Col. Jack Harris, radio officer for Gen. MacArthur; Edwin L. Dunham, NBC producer of the *Army Hour;* Milton Wayne, editor of *Cavalcade of America;* Les Mitchell, director of *Stars Over Hollywood;* Lindsay MacHarrie, producer-director of *We the People;* Joseph T. Ainley, director of *Grand Hotel, Guiding Light;* Burr E. Lee, director of *Bachelor's Children;* Nate Tufts, supervisor of Jack Benny, Bob Burns, Dick Haymes and *Mayor of the Town* shows; Hobart Donavan, writer of *Buster Brown Gang* and *Life of Riley;* Capt. Peter McGovern, who conducted the tour.

AFRS Filmed

HIGHLIGHTS of production and activities of Armed Forces Radio Service, Los Angeles, as a combined operation of War and Navy Departments, are being filmed by Navy Photographic Services. Production is being handled by Navy Dept. Services Division headed by Capt. Gene Markey. Lt. Don Cameron, USNR, is script writer, with Lt. Ross Winnie, USNR, director. Lt. (j.g.) Jules Epstein recently completed story outline while on temporary assignment from Washington.

* * *

Symphony Sympathizers?

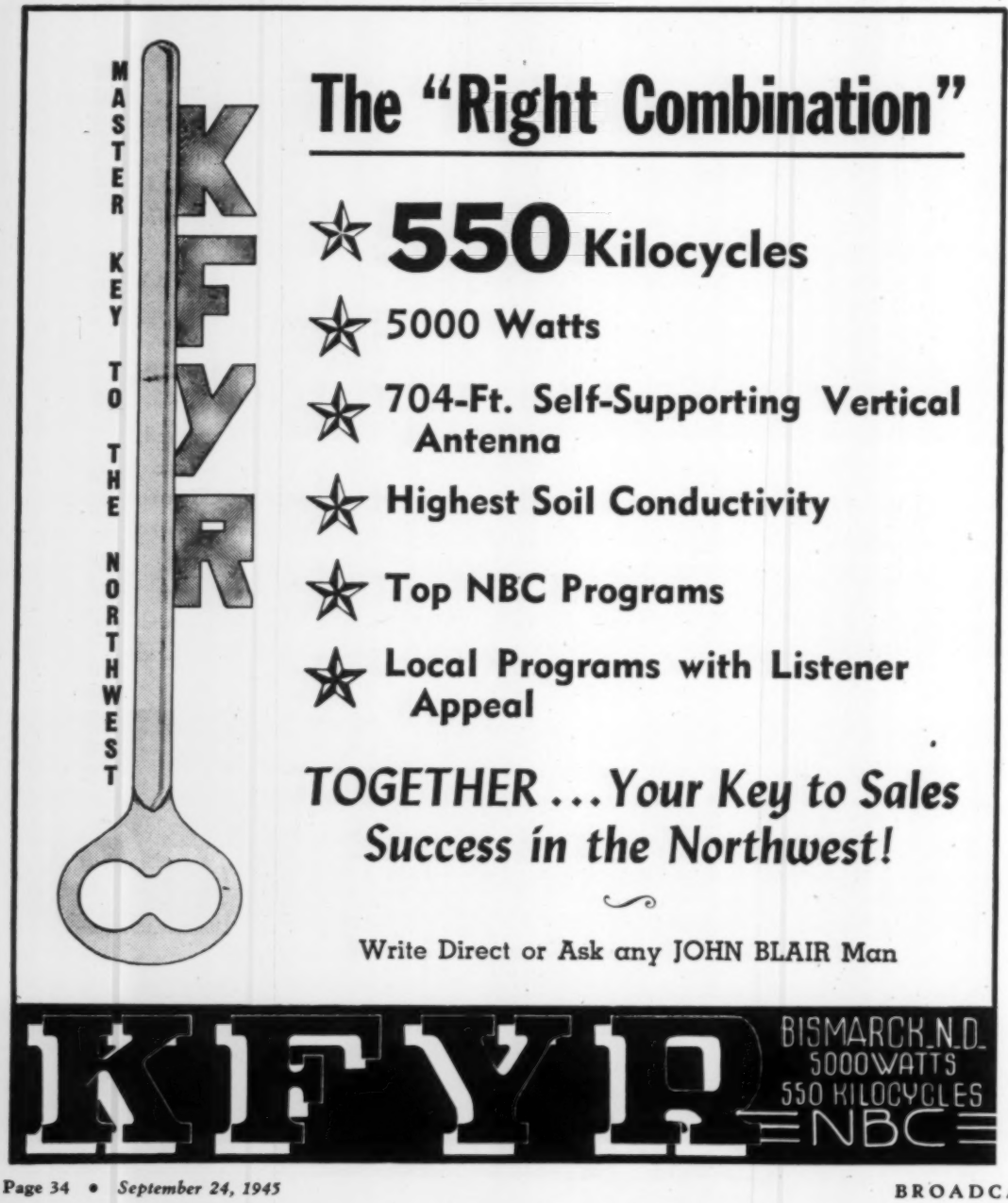
IN SPITE of the fact that Sgt. Milford "Red" Werner has had only one request for a classical number by a GI in two years of record programs on AFN, T/5 Bill Davies, former announcer, newscaster and producer for WCBA and WSAN Allentown, has enough faith in symphony sympathies of GI's to run a program of classical music three hours a week on AFN-Frankfort, Cpl. Davies feels that the lack of response can be explained by the fact that symphony lovers aren't the kind of people to write to stations. He is, however, urging classical fans to write to him so he can prove his point to Sgt. Werner.

* * *

Strobing Free Again

SGT. IRVING STROBING, the Brooklyn boy who tapped out the last message from Corregidor before the surrender to the Japanese,

(*Continued on page 36*)



BUY MORE WAR BONDS

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

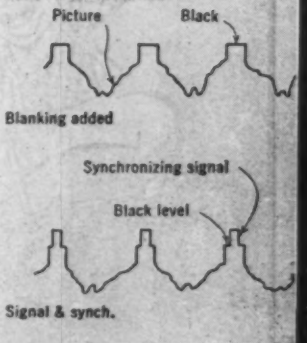
This is the tenth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

10. THE VIDEO TRANSMITTER

THE first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA. Wartime requirements stopped production of this equipment, but RCA engineers have continued to increase their knowledge and experience in this field by building many types of equipment for the military services. Moreover, a close relationship with NBC engineers regularly engaged in television broadcasts provides RCA engineers with a constant flow of data derived from experience in the practical use of the equipment. Such information is translated by these engineers into detailed plans for product improvements. Thus the RCA Video Transmitter of the postwar period will maintain RCA leadership in the television field.



The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Service Front

(*Continued from page 34*)

is free again. He has been a prisoner of the Japanese, where "it was work or starve. Or probably both. You filled your ten cars of rocks every day or you missed your food and your rest periods."

A corporal when he was taken, he is now a sergeant. It was he who sent the famous message, "They are not here yet. We are waiting for God knows what. How about a chocolate soda?

"We've got only an hour and twenty minutes." Then after a long silence, "only 55 minutes now. They are breaking up the rifles. Gen. Wainwright is a right guy. We are willing to go on for him." Finally there was complete silence. It lasted for three years.

* * *

AAF Band Featured

NEW AAF series started last Friday on Mutual, 12:30 p.m. Titled *Army Air Forces Band*, program will originate from Bolling Field, Washington, and in addition to the band, includes wire recordings from overseas. Led by Capt. George S. Howard, the band has just returned from a tour of England, Scotland, and France. It uniquely features 60 symphony musicians and 40 dance band musicians. S/Sgt. Glenn Darwin, formerly of the Metropolitan Opera Co., is vocalist. Script is written by Sgt. Jerome Layten.

* * *

Maj. Tidwell to L. A.

MAJ. EDGAR L. TIDWELL, after 37 months overseas, has been placed on duty with the broadcast service section of AFRS Headquarters in Los Angeles. His last previous duty was managing the AFRS station in Manila. Before entering the service, Maj. Tidwell was with the Don Lee outlet in San Diego, KGB. Just returned from England and also placed with Broadcast Service is Lt. John Melson, USNR. He was a radio producer with Raymond Morgan agency before the war. Captain Frank G. King, officer-in-charge of the New York office for AFRS, has arrived for a month's temporary duty. Capt. King was an account executive with Blackett, Sample and Hummert.

* * *

Baruch Released

MAJ. ANDRE BARUCH, in charge of radio branch of Army Service Forces, Bureau of Public Relations, in New York for four years, was discharged Sept. 18. He expects to return to radio as director and producer.

Award Winner

WILLIAM GEORGE WESTON, staff announcer of WFCI Pawtucket, R. I., has been chosen one of the annual winners of the Doctor Christian Radio Drama awards. His play, *The Wolf Called Navy Blue*, will be presented on CBS *Doctor Christian* program Sept. 26.

McLeod Sees Television As Boon to Advertising

TELEVISION may prove revolutionary in the field of sales promotion, William H. McLeod, vice-president of Wm. Filene's Sons Co., Boston, said in an article in the September *Promotion Exchange*, monthly publication of National Retail Dry Goods Assn.

Mr. McLeod

"In our promotions to date," Mr. McLeod said, "we give our customers sound over the radio, illustrations in newspaper advertisements, and color in our windows, interior displays and fashion shows. But in television, all these things combined will come to life—in a neatly wrapped up advertising package—deposited in the customer's lap.

"None of us is particularly proud of the way department stores have made use of the opportunities of radio," Mr. McLeod continued. "The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball. They have certainly muffed it in the broadcasting field."

WPEN Reorganization

NEW ADDITIONS to staff of WPEN Philadelphia include: Jeff Radley, former production manager of WFIL Philadelphia, who will assist in production; Norman Land, to supervise all musical programs; John J. Kelly, former WIP Philadelphia publicity director and recently with American Red Cross, as new publicity and promotion director for WPEN. New announcers are Ed Starr, formerly of WHBQ Memphis; Bob Johnson, formerly with WISN and WEMP Milwaukee, and Allen Gray, new to radio.

Announcer Jack Cleary has been shifted to WPEN accounting staff, reorganized under supervision of John Banzhof, office manager. Kay Conlin, former WIP traffic manager, joins WPEN in same capacity. Celia Seltzer, from WFIL, will assist in program building. Tom Corcoran will be in charge of studio maintenance. Four new engineers are Horace Fowler, from KYW Philadelphia; Guy McGill, from WITH Baltimore, and Hank Mayo and Bob Myers, new to radio.

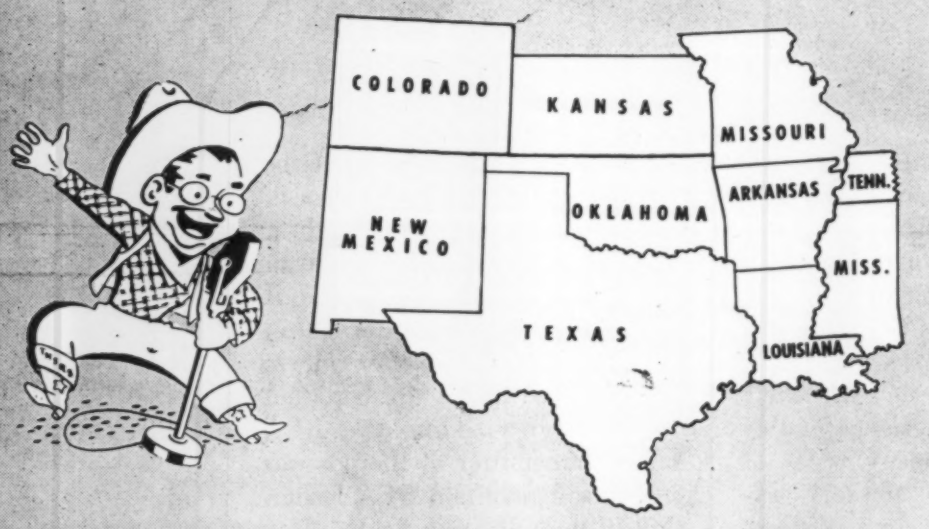
Franklin T. Woodward

FRANKLIN T. WOODWARD, 63, consultant attorney and for the past eight years general patent attorney for Western Electric Co., New York, died Sept. 17 at the Holly Hotel, New York. He leaves a widow, two sons and two daughters.

TAYLOR-HOWE-SNOWDEN *Radio Sales*

can give you *Accurate* Facts about radio and markets of the Middle West and Great Southwest!

We know this market intimately, and can help you in preparing a spot campaign that will get maximum results from this rich, responsive territory. Let our first-hand knowledge and vast experience in this field, be of help to you. Call the T.H.S. representative nearest you today!



Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

Sales Offices

New York · Hollywood · Chicago · San Francisco · Dallas · Portland

General Offices—Amarillo

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

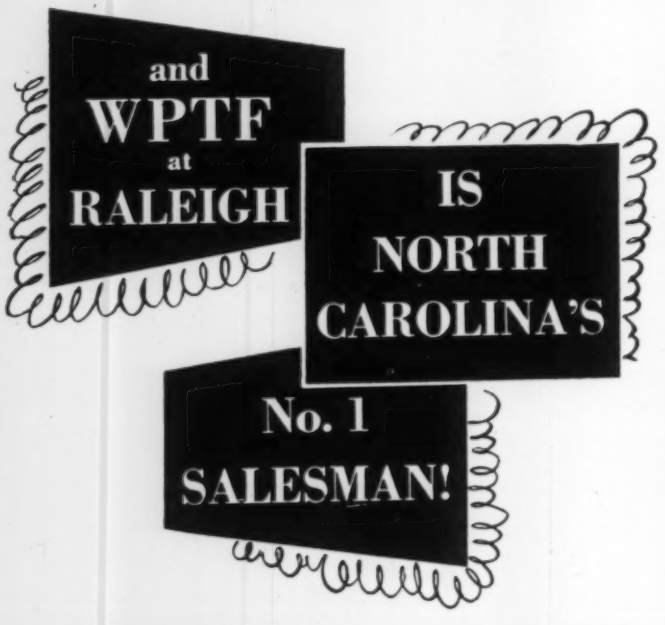
So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "*listener habits*" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

North Carolina farmers aren't refugees from "Tobacco Road". North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to 1945 Sales Management estimates, gross farm dollars in North Carolina exceeds 635 millions, more than doubling the average for all nine other Southern states, and outranking the *next* Southern state by more than 250 million dollars. Isn't this kind of prosperity that you're looking for?



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC

RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Campbell

(*Continued from page 10*)

$7,000,000 to $10,000,000 a year, supports a vast organization, administrative and engineering, pays for the technical equipment and development, and for the talent. This amount would not support our American system for one month! Our top radio talent is paid more for a single broadcast than the best English entertainers get for a whole year. How can it be compared, except to the detriment of our overseas friends? Who can say that given as much money as we have, they couldn't do as good a job in the home service?

The British overseas service is subdivided into two parts, one directed at the dominions and the other at the non-British world. Because of the unreliability of short-wave signals, overseas service, British or otherwise, is not dependable and therefore not particularly effective.

The French and Italian home services may be dismissed as heroic attempts on the part of those who have nothing, to do the best possible job with what little they have. Radio Diffusion Francaise is the official French radio service. Before World War II the service was part "commercial" and part tax-supported. Now those in charge are going all out in their effort to make post-war radio wholly tax supported. They are doing this while admitting that commercial radio, which provides greater revenue, undoubtedly would provide better programs.

Radio Roma is in about the same poor financial state as is the French radio. The Germans either carried off or destroyed as much equipment as possible when they were driven out, and neither the French nor the Italians have the money to replace it, even if they could get the materials. They will come back, of course, but it will take a long time and the return trail will be clogged with many disillusionments and disappointments.

Just as during the war every allied nation was shooting propaganda at the Germans, now every nation is sending "information" to them. Note that during the war it was admittedly propaganda; now it is called information.

Our wartime Psychological Warfare Branch has become now the Information Service Branch. From Radio Luxembourg and other powerful transmitters we are telling the Germans what we want them to know and to do. Our news services are, insofar as it is possible, straight news reports. But beyond that, radio is playing a tremendous part in the re-education and re-orientation of the conquered peoples within the American zone of occupation.

Just what the British and the Russians are doing, I don't know. We learned at Hamburg that the British operations within their own zone were going their own merry way. The director said quite frankly that he had no idea what we or the Russians were doing. In Berlin broadcasting house—the largest in Europe thanks to Propagandist Goebbels' early recognition of the power of radio—Russians operate the broadcasting services formerly used by the Germans. Perhaps the idea is diplomatically naive, but I have the feeling that some sort of common policy and objective should be set up among the Allies with regard to radio services.

The American Forces Radio Service is just one of the many "extras" Uncle Sam has provided for the boys and girls in uniform. Ever since our service men have been overseas in any force, they have had their American radio programs brought to them over their own radio stations and the American Forces Network. There are enough stations to carry their radio to more than 85% of them.

Many of the popular programs of the four American networks are sent overseas. "Names" in the entertainment world are now in uniform and working hard at their job of trying to keep the boys happy.

"Commercials" are deleted from the programs, not because they are objectionable but because many of the products and services advertised on some of the finer programs are not available to overseas listeners. But the boys get their sales talks just the same; they are sold bonds, safe driving, health measures, and the many things it is important for headquarters to get over to them in a hurry. But this does not mean censorship in its meanest form. Subject only to military necessity the stations' programs are in the hands of the G.I. Joes themselves, most of whom were radio men back home before the war.

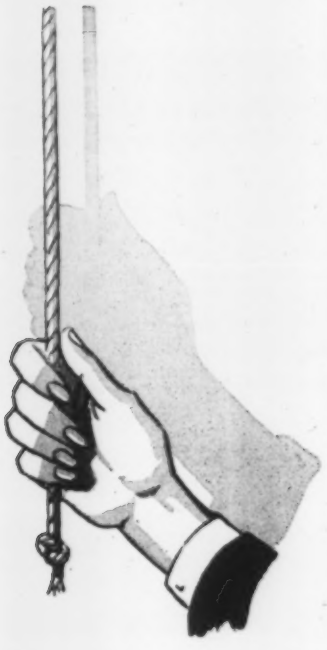
In England especially, because of the common language, the American Forces programs were gaining in popularity. It was estimated that at the peak of our operations in England, 5,000,000 Britishers listened to the American services. The American programs, especially musicals, likewise are very popular with the natives of the other countries. Language differences were overcome in many instances when the more important programs were announced bi-lingually.

Altogether, it is rather tragic to see the futility of the efforts the European home radio services are making to compete with American imagination and showmanship backed up by the Yankee dollar.

Servicemen Invited

FIRST of a series of national ads was placed by WMT Cedar Rapids-Waterloo, Iowa, in the *Army Times*, inviting returning servicemen to make Iowa their future home. The ad shows the state as the "land of opportunity", explaining the many economic and social advantages to be found there.

XUM



THESE
20
W S M
YEARS

SAME OLD LATCH-STRING

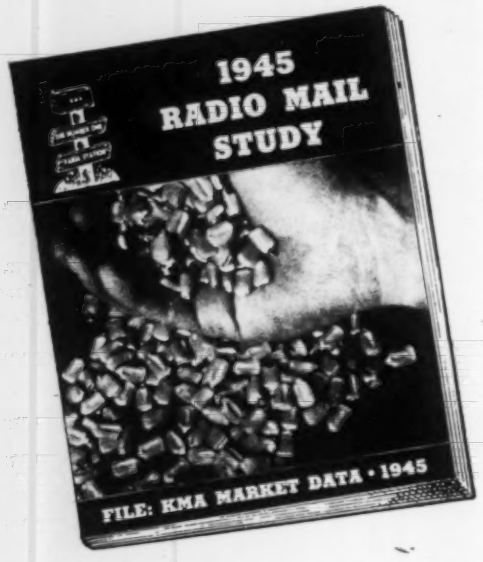
The houses look new. Many of the faces are new. But the same old latch-string is in easy reach, if you travel to it over the clear-channel, 50,000-watt signal of WSM's frequency. Twenty years of consistent friendship and true understanding have put WSM permanently on the list of welcome guests in this area of five million people who are mighty choosy of their guest-list.

WSM
NASHVILLE

THE STATION THAT'S **HIGH** ON AN **EXCLUSIVE** GUEST-LIST

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate



THE MEANING OF MAIL

- What does radio mail indicate, regarding listenership?
- What are the listener writing-habits you must look out for?
- How does audience mail indicate station coverage?

You can't really give an authoritative answer to any of these $64 questions until you check your copy of the 1945 Radio Mail Study—which is yours *free* for the asking!

For the second straight year a firm of certified public accountants has analyzed the complete mail response of KMA over a 12-month period. The 488,434 pieces of commercial mail received in 1944 were analyzed for you. New and current facts throw light on *questions actually submitted by advertising men themselves.*

To get your copy, just drop a card to Research Director, Station KMA, Shenandoah, Iowa. But do it now, please, while copies are still available.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

SPONSORS

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health foods), to promote 45-day lecture tour of Paul C. Bragg, owner, will use consistent spot radio campaign on midwest stations starting Oct. 1. Scheduled to cover 28 cities from Cleveland to Denver, spot and participation in local women's programs will be used for three or four days prior to speaking date. Schedule already set includes WJW WFMJ WCOL WHLS KBON WHB. The Mayers Co., Los Angeles, has account.

GEORGE H. LEE Co., Omaha (stock and poultry remedies), has added six new stations to "Lee Farm Hour" schedule of quarter-hour transcribed talks on poultry problems by firm expert. New list includes: KFRU WOW WKY KWTO KWOS KWOC. Firm during past two years has used: KFAB WIBW WFAA WDBO WLS WNAX. Agency is Allen & Reynolds Adv., Omaha.

HOTEL El Cortez, Last Frontier, Duke Wiley's Casa Vegas and Val Snead's El Rancho Dio, Las Vegas hotels and night clubs, have contracted with KDYL Salt Lake City for 13 week sponsorship of Monday thru Friday 11:15-11:30 p.m. "Las Vegas Calls" program to promote Nevada vacation spot. Whipple's, Salt Lake City women's shop, has signed for shift of quarter-hour Sunday schedule to Larry Smith-news, Monday, Wednesday and Friday 10:15-10:30 p.m. Keith O'Brien Dept. Store, Salt Lake City, has signed 26-week contract for sponsorship on KDYL of new Kenny Baker program "Sincerely", Monday, Wednesday and Friday 10:30-10:45 a.m.

BLANTON Co., St. Louis (Creamo margarine), Sept. 17 started participation on Arthur Godfrey program on WABC New York Monday, Friday and Saturday. Agency is Wesley K. Nash Co., New York.

WITH NBC "Truth or Consequences" for Procter & Gamble Duz now originating from West Coast, sponsor and agency executives gathered in Hollywood at permanent staff headquarters of program for fall resumption of series. Enjoying informal preview discussion are (l to r): Murray Bolen, Hollywood manager and radio director of Compton Adv., agency servicing account; Gail Smith of P & G radio advertising department; Ralph Edwards, program m. c.; Gil Ralston, P & G radio staff.

WHITEHALL Pharmacal Co., New York (Anacin and Hill's cold tablets), Oct. 1 starts Sydney Walton, commentator. Monday thru Saturday 6-6:15 p.m. on WHN New York. Account placed thru Dancer, Fitzgerald & Sample, New York.

SEECK & KADE, New York (Pertussin), Sept. 3 started thrice-weekly five-minute "Ozzie Waters & His Guitar" on KNX Hollywood. Contract for 30 weeks placed thru Erwin Wasey & Co., New York.

KROMEX Corp., Cleveland (kitchenware), has appointed Weiss & Geller, Chicago, to handle advertising to include radio.

BEVERLY HILLS Transfer & Storage Co., Beverly Hill, Cal., Sept. 22 started weekly 10-minute commentary "Today in Football" on KMPC Hollywood. Contract for 10 weeks placed thru Ted. H. Factor Adv., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super-Suds), started sponsorship Sept. 18 [BROADCASTING, Aug. 13] of a series of variety sketches "Here's How" Tuesday 8-8:30 p.m. on WABD, DuMont television station, New York. Until forbid contract placed by William Esty & Co., New York.

ROCKWOOD & Co., Brooklyn (Chocolate Bits), Oct. 4 starts twice-weekly participations in "Art Baker's Notebook" on KFI Los Angeles for 13 weeks. Agency is Federal Adv., New York. Pure Foods Co., Mamaroneck, N. Y. (Herb-Ox bullion), Sept. 3 started thrice-weekly participation for 13 weeks, thru J. M. Mathes Inc., New York.

O-CEDAR Corp., Chicago (polish), Sept. 10 started daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Contract is for 7 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

WEBB PRODUCTS Co., Los Angeles (Pin Up clothespins), Oct. 15 starts five-weekly quarter-hour program on KMPC Hollywood for 13 weeks. Agency is Western Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Drene), Sept. 2 started weekly spot schedule on KFI Los Angeles for 26 weeks. Agency is H. W. Kastor & Sons, New York.

SHERMAN'S, Stockton, Cal. (women's apparel), has started twice-daily announcement schedule on KWG Stockton. Contract is for 52 weeks. Agency is Advertising Ideas, Stockton.

BU-TAY PRODUCTS Inc., Los Angeles (Raindrops), is continuing its participation and spot announcement campaign having renewed schedule as of Oct. 1 for 13 weeks. Schedule calls for continued participation in "Happy Kitchen" on KMBC; "For Ladies Only" on KABC; "Dawn Busters" on WWL; "Top O' The Morning" and "Grenadiers" on KTMJ; "Hospitality House" on KWJJ; Ted Nabors on KTRH; daily spot announcements on KFVD KGKO. Firm in addition, on Oct. 1 starts participation in "Time to Chat" on WEBR, with daily spots on WBNY. Participation is also being sponsored in "Meet the Missus" on 14 CBS western stations and "Marjorie Mills Hour" on six New England Regional Network stations. Agency is Glasser-Gailey & Co., Los Angeles.

FAY FOSTER, Los Angeles (Fay Foster sportswear), has appointed Glasser-Gailey & Co., Los Angeles, to handle advertising.

PENICK & FORD, New York (B'rer Rabbit Mollasses), has signed 13-week contract for participation in "Sunrise Salute" and "Housewive's Protective League" on WBBM Chicago effective Oct. 1, thru J. Walter Thompson Co., New York. Nehi Corp., Columbus, Ga. (Royal Crown Cola), on 13-week contract will use series of spots on WBBM effective Sept. 29 thru BBDO New York. Oscar Mayer & Co., Chicago (meat prod-

(*Continued on page 42*)

XUM

A radio station is known by the *Companies* it keeps

EVANS FUR CO.
SELLS FURS
on the New
WJJD

★ Nobody knows results like a retailer. His advertising dollar stacks up against the harsh but accurate measure of daily sales figures. He has to buy on a *results-per-dollar* basis. Evans Fur Company, long noted as one of Chicago's most intelligent advertisers, figured things out this way and chose the *New* WJJD to carry an important part of its 1945 campaign. Naturally we're proud. The *New* WJJD likes to be measured on a results-per-dollar basis. That's where we show up best!

SPECIAL: Post-baseball programming is opening up a few choice availabilities. Better check your fall schedules and make your reservations now!

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

SPONSORS

(*Continued from page 40*)

ucts), has signed 50-week contract for series of station breaks effective Oct. 2. Agency is Mitchell Faust Adv., Chicago. Father John's Medicine Co., Lowell, Mass. (patent medicine), has placed with WBBM 26-week contract for station breaks effective Oct. 1 thru John W. Queen Co., Boston.

McLARENS Ltd., Hamilton, Ont. (food products), is starting weekly transcribed quarter-hour program "Magic Detective" on 32 Canadian stations, twice daily spots on CKOC Hamilton and a half-hour weekly French program on CKAC Montreal and CHRC Quebec. Account placed by Russell T. Kelley Ltd., Hamilton, and James Fisher Co., Toronto.

NATIONAL TOILET Co., Paris, Tenn. (Nadinola bleach cream), begins sponsorship Sept. 24 of series of chain breaks six days weekly on WSB WAPI WALA KARK WMAZ WSAV WJDX KFDM WFAA KTSM KTSA WACO WMBG. More stations will be added. Contract for approximately 15 weeks placed by Roche, Williams & Cleary, Chicago.

HARTZ MOUNTAIN Products, New York, Sept. 30 starts quarter-hour "Canary Pet Show" Sunday on KGKO Ft. Worth, Tex., thru George H. Hartman Co., Chicago. Davis Hat Co., Dallas, thru Grant Adv., Dallas, has signed for Saturday quarter-hour "Early Birds" program on WFAA Dallas. Dr. Hess & Clark Inc., Ashland, O., has placed 10-month schedule of announcements on KGKO thru N. W. Ayer & Son, New York.

WALTER BREWING Co., Eau Claire, Wis., has started quarter-hour "Man on the Street" program thrice-weekly on WEAU Eau Claire.

DAYTON SPICE Mills, Dayton, O. (Old Reliable coffee), Sept. 24 starts transcribed program featuring Slingin' Sam and Charles Magnante orchestra on WTAM WKRC WING WSPD WHKC WISH WOWO WWVA WSAZ.

FRANK KENNA, president of Marlin Firearms Co., New York, is to be awarded the gold medal of the Adv. Club of New Haven at a dinner to be held at New Haven in November.

CONTINENTAL Can Co., New York, sponsor of CBS show "Report to the Nation", heard Sat. 10:15-10:45 p.m. on 142 CBS stations, is revamping format of show to place future stress on entertainment rather than news. Initial experiment was tried Sept. 15.

HARTFORD TEXTILE Co., Hartford (plasticized fabrics), now sponsors Arthur Feldman, American correspondent in London, in news commentary, Sun. 2-2:15 p.m. on WJZ New York. Agency is Hirshon-Garfield, New York.

MARYLAND PHARMACEUTICAL Co., Baltimore, Md., has scheduled series of 14 announcements weekly for Rem on KYW Philadelphia, placed for 25 weeks thru Joseph Katz Co., Baltimore. Iodent Chemical Co., Detroit (toothpaste), has placed a schedule of six one-minute spots weekly for 15 weeks on KYW thru Duane Jones, New York. Pure Food Co., New York (Herb-Ox Bouillon Cubes), is issuing thrice-weekly participation in Ruth Welles women's program on KYW for 13 weeks, placed thru J. M. Mathes Co., New York. S. Gumpert & Co., New York (Steero Bouillon Cubes), joins KYW sponsor list in contracting for three quarter-hour periods weekly of Bill Harvey—news.

CHECKING scripts for three WGN Chicago programs sponsored by Peter Hand Brewing Co., Chicago, for Meisterbrau, is Hilly Saunders, radio director of Mitchell Faust Adv., Chicago, with (l to r) Ed Kahn, producer of "Mystery House" and "Crime Files of Flamond"; Fred Levings, producer of "County Sheriff", and George B. Anderson, who writes all three scripts for the sponsor.

GENERAL FOODS Corp, New York (Maxwell House Coffee), started sponsoring Sept. 18 "The Yiddish Art Theater of the Air" starring Maurice Schwartz, five times weekly, on WEVD, New York. Show is produced and packaged by Joseph Jacobs Organization, New York, which handles the Jewish advertising for General Foods. Contract is for 52 weeks.

SUNNYVALE Packing Co., San Francisco (Rancho soups), Sept. 24 starts total of 104 transcribed announcements on KFAC Los Angeles. Contract is for 26 weeks. Ruthrauff & Ryan, San Francisco, has account.

PARAMOUNT PICTURES Inc., New York, in a pre-selling campaign, will use radio along with other media, spending more than a million dollars to advertise and promote four films, "Incendiary Blonde", "Love Letters", "You Came Along" and "The Lost Weekend". Agency is Buchanan & Co., New York.

CARTER PRODUCTS, New York (Arrid), on Sept. 24 starts five-weekly quarter-hour "Tello Test" telephone quiz program on KHJ Hollywood. Contract is for 52 weeks. Agency is Small & Seiffer, New York.

AMERICAN CHIROPRACTIC Assn., Los Angeles, has appointed The Tullis Co., Los Angeles, to handle its advertising and on Sept. 20 started weekly quarter-hour newscast on KFAS Pasadena, Cal. Contract is for 52 weeks. Association plans to use program schedule in Washington, New York, St. Louis and San Francisco as well added Los Angeles coverage.

UNITED DRUG Co., Toronto (Rexall stores), has started thrice-weekly five-minute transcribed programs on a number of Canadian stations. Account placed by Ronalds Adv., Toronto.

GALVIN ICE & FUEL Co., Vancouver, has started half-hour "Hollywood Radio Treatre" weekly on CKWX Vancouver. Account placed by Cockfield, Brown & Co., Vancouver.

OGILVIE FLOUR MILLS Co., Montreal (cereals), has started thrice-weekly spots on a number of Canadian stations. Account placed by J. J. Gibbons Ltd., Toronto.

SUPERTEST PETROLEUM Inc., London, Ont. (gasoline), has started "Command Performance" transcribed program on 16 Ontario and Quebec stations. Account placed by Harry E. Foster Agencies, Toronto.

FOREMAN & CLARK, San Francisco (men's clothiers), has started daily quarter-hour newscast on KPO San Francisco for 52 weeks. Contract placed by Botsford, Constantine & Gardner, Los Angeles.

INDUSTRIAL Management Co., Aerosol Insecticide division, Los Angeles, has named Lockwood-Shackelford Adv., Los Angeles, to handle campaign for new DDT product, Insect-O-Blitz.

THE PERFEX Co., Shenandoah, Ia. (cleaner), Oct. 1 will start 52-week announcement schedules on KMOX KOTA WDZ WSOY WTAX KSJB. Similar schedule starts Sept. 24 on WOC Davenport, Ia., and is now being used on WCCO Minneapolis. Agency is Buchanan-Thomas Adv., Omaha.

ATLAS BREWING Co., Chicago, Sept. 27 begins sponsorship of Thursday and Saturday quarter-hour sports analysis on WMAQ Chicago and Sept. 15 started quarter-hour program on WCFL Chicago following football games. Agency is Olian Adv., Chicago.

COLONIAL DAMES Inc., Hollywood (cosmetics), Sept. 25 starts twice-weekly participation in "Charm School of the Air" on WGN Chicago. Firm is also using twice-weekly chain breaks on WENR Chicago. Contracts for 13 weeks placed thru Abbott Kimball Co., Los Angeles.

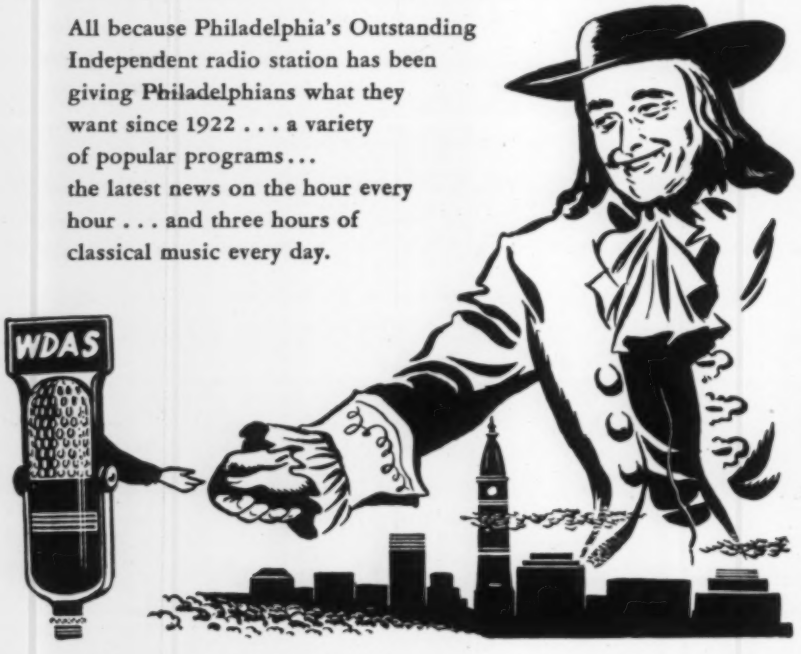
BALLARD & BALLARD, Louisville (Obelisk flour), has started "Hymns of Faith" Monday thru Saturday 9:15-9:30 a.m. for 52 weeks on Tobacco Network (WDNC WFNC WGTM WGBR WGTC WHIT).

CBS is changing operating schedule of WCBW, its video station in New York, to Tuesday, Wednesday and Friday evenings effective Oct. 1.

Loyalty...in Philadelphia

WDAS Audiences Have Been LOYAL For More Than Twenty Years

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922 . . . a variety of popular programs . . . the latest news on the hour every hour . . . and three hours of classical music every day.



With **"Loyalty"** like this, it's no wonder 78 percent of this station's sponsors renew regularly.

Judy and Jen . .

HOOSIER SONGBIRDS

A novelty among sister-teams.. Judy and Jen *are* sisters. This devoted pair have won a deep place in the affections of audiences in the WOWO Tri-State area, by their daily broadcasts and frequent personal appearances.

These versatile sisters are equally at home in ballads, popular songs, folk-songs, and hymns. Their popularity is evidenced by the heavy volume of their request-mail. *They defer to the audience* and take unusual pains to sing the songs requested.. an accommodation which endears them to their large and loyal following.

Two Judy and Jen programs are heard daily.. at 7:30 in the morning, and at 2:15 in the afternoon. They are currently available for sponsorship on either period.. ideally timed to reach the housewife. You will find their complete story in the WOWO Cradle of the Stars Audition Library. You may hear them at the NBC Spot Sales office nearest you.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KEX • KYW • KDKA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO
FORT WAYNE

AGENCIES

LEO A. MATZ, former advertising director for Ex-Lax Inc., New York, has joined Theodore J. Hunt Co., New York, as media and traffic director.

ARDENNE HEISKELL, sales promotion head of WIND Chicago, has joined Jim Ward & Co. Chicago, as director of radio and television.

JOSEPH ASPINALL, formerly with Albert Frank-Guenther Law, has joined The Caples Co., New York, as account executive and member of plan board.

WARD WHEELOCK Co. has moved Hollywood offices to 5331 Hollywood Blvd. **DIANA BOURBON** is manager.

ALICE B. DOROCHIN, released from the WAVES and prior to that in research and statistical department of Los Angeles Times, has joined Velma Cloward Adv., Los Angeles, as copy writer.

SIGURD LARMON, president of Young & Rubicam, has returned to New York headquarters following several days conference with Hollywood agency executives. **HARRY ACKERMAN**, New York vice-president in charge of radio, and **LESTER GOTTLIEB**, publicity director, are to remain on the West Coast for two weeks to supervise start of several network programs produced and serviced by agency.

JAMES A. BERG, former assistant advertising and sales promotion manager with Bacardi Imports Corp., New York, has joined the Detroit staff of Geyer, Cornell & Newell as assistant account executive.

KENNETH BERT, former advertising manager of floor division of Armstrong Cork Co., and associated with Montgomery Ward Co., has joined Fuller & Smith & Ross, New York, in merchandising department. **GILBERT MORRIS**, former vice-president of Rickard & Co., has joined Fuller & Smith & Ross to do copy account work.

MYRON P. KIRK, radio director at Arthur Kudner Inc., New York, has left for California to look over new talent and package shows. Mr. Kirk expects to return in six weeks.

WILLIAM J. PATTERSON, released from the Marine Corps after three years service, has returned to H. B. LaQuatte Inc., New York, in an executive capacity involving contact work.

DOREMUS & Co., New York, advertising agency and public relations counsel, has reopened London office with **MAJ. WALKER G. SMYLLIE** as managing director. Office was originally opened in 1928 but became inactive in 1939 when Maj. Smyllie entered the British Army. Office is located in Bush Lane House, Bush Lane EC 2, London.

GRAEME McLEOD, former copy chief at Warwick & Legler and Young & Rubicam, New York, has joined the copy staff of Arthur Kudner Inc., New York.

ROBERT E. MASON, formerly with Los Angeles agencies, has joined Gray & Rogers, Philadelphia.

ROLAND ISRAEL, radio director of J. M. Korn Adv., Philadelphia, is father of a girl.

JIM BISHOP, former publicity director of Los Angeles Junior Chamber of Commerce, has joined Hixson-O'Donnell Adv., Los Angeles, in similar capacity.

Brantley in Hospital

J. CARSON BRANTLEY, head of the Salisbury, N. C. advertising agency bearing his name, is improving at Rowan Memorial Hospital, Salisbury, although he will confined for several weeks. Mr. Brantley was suddenly stricken Sept. 7 with stomach hemorrhages, necessitating five immediate blood transfusions. He has had several transfusions since. Definite cause of his illness has not been determined.

ALLIED ARTS

JAMES SAUTER, head of Air Features, New York, has been appointed chairman of special events of the New York War Finance Committee for the Victory Loan drive which opens Oct. 29. Mr. Sauter has served as chairman of the Theatrical War Activities Committee in all the War Loan campaigns.

S. W. GROSS, former vice-president and director in charge of production and purchasing of Emerson Radio & Phonograph Co., New York, has become head of Teletone Radio Co., New York. **JOHN S. MILLS**, formerly with Brunswick Radio Inc., New York, has joined Teletone Radio Co. as general sales manager.

TO MEET postwar needs, marketing staff of Hoffman Radio Corp., Los Angeles radio set and equipment manufacturers, has been revised with **EARL NOYES**, former employment director, becoming sales supervisor. **DAN SPENCE**, manager of plant No. 5, has been named assistant sales manager, with **R. J. McNEELY** taking over duties as general sales manager. **E. H. KNOX**, former plant superintendent, and **HARLAN BASSETT**, outside production, have been shifted to sales staff.

ARNOLD J. MELLON, for four years in AAF, has been appointed head of newly created radio department of Jules C. Goldstone Agency, Hollywood talent service.

JACK T. DALTON, eastern district manager for New York territory of Bendix Aviation Corp. radio division, has been appointed manager of distribution of radio and television equipment at Baltimore headquarters. Replacing Dalton in New York is **W. H. AUTENREITH**, radio sales executive formerly with RCA.

W. S. LEFEBRE, former western sales manager of Philco Corp., has been named assistant sales manager of Westinghouse Electric Corp., home radio division, Baltimore.

Cowan to Open New York Office; Leaves OWI Post

LOUIS G. COWAN, who resigned last week as chief of the New York office, Overseas Branch, Office of War Information, will open a radio production office in New York, augmenting his Chicago firm, Louis G. Cowan & Co., following an extended vacation.

Originator and producer of the *Quiz Kids*, Mr. Cowan said he plans to expand his activities into the non-theatrical motion picture production field. He took a leave of absence from his firm in 1941 to become consultant of the Radio Branch, War Dept. Bureau of Public Relations. On formation of OWI Mr. Cowan was loaned by the War Dept. to OWI to help organize its overseas branch. He later was named chief of the New York office.

Thomas A. Malley, deputy chief under Mr. Cowan, will head the New York office of Interim International Information Service, successor to the OWI Overseas Branch.

No Ads in Britain

AMERICAN advertising interests who hope Britain will adopt commercial radio may as well save their breath, according to Edward R. Murrow, CBS European director, in a copyright article appearing in the *New York Post*. "That's one thing that is not going to happen," he wrote.

BEAUMONT HAS MONEY TO SPEND . . . NOW! -- LATER!
DAIRYING
Conditions in KFDM's area are such as to permit DAIRYING to be greatly expanded by the location of Milk Condensing and Drying Plants, Good Pasturage, mild climate, water, grain, forage and silage crops. And DAIRYING is only one of many industries contributing to KFDM's 585 million dollar effective buying income market.
BEAUMONT, TEXAS
KFDM
SERVING THE MAGNETIZED SABINE AREA
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.
AND
TAYLOR-HOWE-SNOWDEN
Radio Sales

GOOD NEWS FOR BROADCASTERS

REL 88-108 Megacycle Band

FM BROACASTING TRANSMITTERS IN ASSEMBLY

Place Your Order Now!

These REL broadcasting transmitters can now be ordered . . . to meet or exceed present FCC requirements.* Entirely new . . . with important design advancements in the Armstrong Modulator . . . providing simple, stable . . . even more efficient performance than ever before!

Power Output	Cat. No.
250 watt	549 ADL
1000 watt	518 ADL
3000 watt	519 ADL

Note: Future REL advertisements will give you information regarding transmitters of higher power. Watch for them!

Wire or write today for technical data, prices and delivery . . . or better yet . . . do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* All REL FM Transmitters are guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

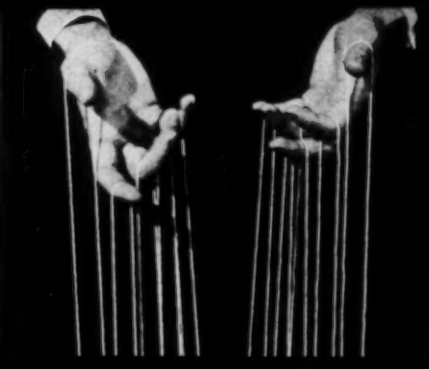
Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation Radio Engineering Labs., Inc

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

A MARKET BUILT FOR TWO

THE BEST PAIR FOR A BALANCED MARKET



CONTROL OF TWO NEW YORK MARKETS

ONE BA
THE OT

A PUNCH IN BOTH HANDS

$500.00 VICTORY

For an illustration and be

"WOV IS THE KEY TO

TEAMWORK GETS RESULTS

READ THESE SIMPLE RULES

1—The contest is open to everyone except employees of WOV, its advertising representatives and advertising agency.
2—Submit as many ideas as you wish but each idea must be confined to 100 words and include headline for advertisement and suggestion for photographic illustration.
3—All entries must be received or postmarked no later than midnight, October 15, 1945 and should be addressed to Contest Dept., Station WOV, 730 Fifth Ave., New York 19.
4—All entries become the property of WOV and contestants relinquish all rights to any suggestions they submit. No entries will be returned. Winning entries will be selected solely on the basis of their value in clearly and accurately stating WOV's story.
5—Duplication of ideas used in former WOV advertisements will not be accepted.
6—The names of winners will be announced in this publication during the month of November, 1945.
7—Prizes to be awarded are as follows: First prize, $500.00 Victory Bond—second to fifth prizes inclusive, $25.00 Victory Bond. (Amount of prize is maturity value.) In case of ties duplicate prizes will be awarded.

WOV
New York
THE KEY TO TWO MARKETS

ONE COMPLEMENTS THE OTHER

A DOUBLE HEADER MEANS PULLING POWER

TEAMED FOR PULLING POWER

BOTH A
EQUAL IM

ONE BACKS
THE OTHER

TWO GOOD GRIPS ON
THE NEW YORK MARKET

ONE COMPLEMENTS
THE OTHER

TAKES BOTH TO
CARRY THE LOAD

RY BOND FOR AN IDEA

l headline that will tell the story of how
TO TWO NEW YORK MARKETS"

FOR close to two years, full page advertisements have appeared in this magazine, describing WOV's coverage of two great metropolitan New York markets. These pages have explained how WOV offers a continuous, around-the-clock audience ★ And now we need some more ideas for illustrations and headlines with which we can continue to advertise the story of WOV's night and day coverage ★ There's a $500.00 Victory Bond waiting for you if you come through with the idea we like best. And there are $25.00 Bonds for the next five winners ★ Here are the facts upon which your illustration and headline should be based. *As the result of giving listeners the programs they want to hear, WOV enjoys a continuous, balanced audience from early morning 'til midnight. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And, in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station* ★ That's the story. So get busy and send us an idea (or as many as you want to). Illustrations and headlines reproduced here and which have been used in previous advertising may be of help. It will be fun. And it can be profitable to you. Read the simples rules and start jotting down your ideas now.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

TH ARE OF
IMPORTANCE

THE RI
COMBINATION

A NATURAL
IN NEW YORK

XUM

The Crosley-Avco Case

THE CROSLEY-AVCO decision issued a fortnight ago finds the FCC majority in sharp disagreement with the minority and the minority in dissension among its own membership on matters of grave issue to all broadcasters.

The problem is of pertinent and immediate concern for it finds the Commissioners divided among themselves not on a narrow question of general administration, but on a broad principle concerning the extent of its power.

Numerous conclusions can be drawn from the 44-odd pages of discourse penned by Messrs. Porter, Jett, Denny and Wills for the majority and Messrs. Walker, Wakefield and Durr for the minority.

But the most obvious, and the most provocative, is that the Commission has reached a vital crossroads in regulation and, blind to any guide signs which will indicate its future policy, has turned to Congress for help.

Never perhaps in the history of American broadcasting has an affirmative action taken on any issue before the FCC been attended by such profuse apology and regret. The majority regrets granting the application for transfer of Crosley radio properties to Avco. The minority regrets it. Yet the grant has been made because, as shown in careful delineation by the majority, no point in law nor in the philosophy of regulation prevents it.

Incidental conclusions find the Commission proposing that in the future no broadcasting property should be sold by a licensee to a bidder unless the amount of the bid is made public for 60 days and all aspiring broadsters are given an opportunity to match the bid and be considered for the facility. The Commission also seeks Congressional direction as to the extent of its power in determining a fair price for a facility.

Throughout the decision there is apparent on the part of the majority and the dissenters alike a desire to tighten Federal control over licensees. This is noted in the Commission's hope that it can establish an open-bid method of transferring licenses. The Commission observes that in the absence of such procedure a licensee controls the destiny of his outlet.

By terms of the Commission's proposal, Licensee A would, let us say, be offered $200,000 for his property. This price, remember, is for the property with its attendant goodwill, not for the frequency which the law specifically states cannot be owned. The Commission and the licensee are, under the Commission proposal, to publicize this bid for the station over a period of 60 days, during which other applicants may file for the facility on the same contractual terms. At the end of that interim, the Commission will consider all applicants and grant to the transferor who, in the Commission's opinion, is best qualified.

What if, in such event, the Commission chose an applicant other than the one with whom the licensee originally proposed to do business? What if this applicant, who seemed eminently satisfactory to the Commission, was not satisfactory to the licensee? What if he tells the Commission flatly, "I won't do business with the applicant of your selection." The Commission presumably has not established that Applicant A CANNOT operate in the public interest; it has concluded only that Applicant B can do a BETTER job, a process that might get down to hairsplitting.

The licensee, under such circumstances, would be qualified to withdraw his offer, the FCC states. He is himself not on trial for his ability to operate in the public interest, for he already holds a license. And if he withdrew and announced that he would not, under any circumstances, sell his station, what then would happen? The property would pass to individuals of his own selection upon his death and, the FCC purposes, there would be no open bidding on the facility in such an event. In other words, all a broadcaster has to do to transfer his station on his own terms to a qualified licensee is die.

What, in such event, happens to the FCC's determination that a licensee should not under any circumstances control the disposal of his facility to the extent of selecting the new operator? Stations could be held in the same families for years. Does such a theory encourage the competitive spirit in license transference which the FCC acknowledges is sought?

And furthermore, does the Commission presume, in the instant case, that Powel Crosley Jr., to whom WLW is in many ways a living monument, would for gain alone pass its ownership to an entity which would operate it on the general principles of a hock shop?

This is not to argue that broadcasting stations should be operated as sidelines to other endeavors. Broadcasting stations are so constituted, and occupy such a unique position in relation to the public good, that their management should be in the hands of men who are morally and financially able to improve them.

The Commission proposes, also, to seek Congressional guidance on its authority to fix prices at which transfers can be made. Such action, of course, is directly contrary to the proposition that broadcasting stations are not public utilities. Congress did not intend that they should be. The Supreme Court, in the celebrated Associated Press case, emphasized the public nature of the newspaper business. Is a newspaper operated theoretically any less in the public interest than a broadcasting station? Would there be a Government body to fix prices on newspapers, too?

The question is not price. The question is public service. To that extent, the minority's opinion is far more to be commended than that of the majority.

But of the myriad questions propounded by this Commission decision, the most important is that of new legislation. The Commission wants it. The broadcasters want it. Congress, as Senater Wheeler says (see p. 16), desires it.

This is a time of reconversion, and none more propitious may present itself in which to draft new legislation—a law that will define sharply the limitations of America's most powerful regulatory agency, and mark as well the boundaries of transgression within which broadcasters must operate.

Our Respects To —

JOHN DAVID HYMES

BACK in his familiar groove is John Hymes, who joined Biow Co., New York, Sept. 17 as business manager of the radio department. He left OWI as station relations chief to re-enter radio as sales executive at WNEW New York.

Now he has returned to the agency field, carrying with him a wartime record that will prove of tremendous help. For John Hymes probably knows more station managers than any other man in the timebuying field. This acquaintanceship was formed during his days with the OWI when he constantly made flying trips around the country, covering 38,000 miles. During his pre-war days managers came to him and he was known as never having gone west of Hoboken. However he knew the call letters and location of every station in the country and always won the contests on this subject.

In 1942 as chairman of the timebuyers committee of the AAAA and former president of the Radio Executives Club (1940-41), he was selected, when the Advertising Council was formed, to serve on the radio advisory committee. This was the beginning of the path which led him to the OWI. His first taste of Washington came in January 1942 while cooperating with the Office of Facts and Figures. While with the Advisory Committee he was one of the planners and creators of the first Network Allocation Plan which was "sold" to the AAAA and the ANA and handed over to the OWI and is still one of the major plans in use with participation by more than 95% of all network advertisers. At the same time he also was on the radio advisory committee of the Coordinator of Inter-American Affairs. Thus it was natural that in June 1943 he was asked to become chief of station relations of the OWI Domestic Radio Bureau. Later he acquired the additional title of deputy chief of the bureau, replacing Bill Spire in April 1944.

John's policy while with the OWI always was to insist that Government agencies treat radio the same as other media. He opposed giving free time on radio while newspapers and magazines were being paid for delivering the same messages. During the now famous WAC controversy, John cancelled all WAC radio allocations and made the War Dept. buy time, similar to their purchase of newspaper space. He also eliminated other campaigns to which the stations objected on a commercial angle such as the cases of the railroads, telephone company and others who were buying space but getting free time. He also made the one-minute transcribed announcements avail-

(*Continued on page 50*)

XUM

NO OTHER BROADCASTER
CAN MAKE THIS CLAIM!
MRN
Only way to reach
the 5,000,000
radio listeners of
Michigan is with
the Michigan Radio
Network

Your 1946 Yearbook Questionnaire is now in the mails. Please answer every question promptly and accurately. It will assure you a correct and satisfactory listing in Radio's complete, indispensable reference volume.

1946 BROADCASTING YEARBOOK

ANSWERS ALL YOUR AM-FM-TELEVISION QUESTIONS

Respects

(*Continued from page 48*)

able to stations for sponsorship by cutting them to 45 seconds, allowing 15 seconds for the sponsor. Introduction of 20-second transcribed announcements too, came under the Hymes regime.

While attending Haverford College, Pa., from which he was graduated in 1930, John was president of the radio club which was running the first college station in the country, WABQ. Previously, he had learned the technical side of radio as a ham. The school later sold the station but retained an hour a week for the *Haverford Hour* which he produced. John paid for 90% of his schooling by working as manager of the school's co-op store and as business manager of the college magazine.

His first job was in the research department of the N. Y. Telephone Co. in 1930. From 1931 to 1933 he worked with his uncle, John Golden, as treasurer of the Golden Theatre where along with routine business he got in a few licks as stage manager. From 1933 until 1935 he was with the Columbia Artists Bureau of CBS, handling dance orchestra bookings. One summer he made a coast-to-coast tour of one night stands with the then famous Paul Tremaine band.

Lord & Thomas gave John his first professional start in radio production in 1935. With them he did some writing and produced the *Cities Service Concert*, *Sophie Tucker* for Roitan cigars, *Jeannine in Lilac Time* for Pinaud and *Here's Looking at You* for Barbara Gould cosmetics. From production he drifted into timebuying, eventually becoming head of that department for L & T, buying time for Lucky Strike, RKO, RCA and many others. In 1942 Foote, Cone & Belding offered him a similar post and he stayed with them until joining OWI.

Born in New York City, Aug. 30, 1907, John was practically brought up in the theatre. He has seen every play on Broadway ever since he can remember. He was married in 1939 to Elizabeth Keith. They live in Manhasset, L. I. with their two children, Libby H. and John D. Jr., 4½ and 2½ respectively.

AFN Changes

SGT. FORD KENNEDY, former announcer and newscaster for WCCO and WDGY Minneapolis, has been named news editor of AFN, T/5 Jack R. Milling, former announcer for KTSM El Paso and KAVE Carslbad, is staff announcer for AFN in London, and Sgt. John Lyons, former writer and actor for stations WFIL WCAU KYW Philadelphia, has been named continuity chief of AFN in London.

Santo Domingo Circuit

MACKAY Radio & Telegraph Co., New York, has opened a new high-speed direct radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo. Distant end of circuit will be operated by Santo Domingo government.

Sobol Presides

EDWARD SOBOL, television producer for NBC television station WNBT New York, will preside at the initial panel discussion group meetings of the American Television Society, Sept. 26, in New York.

PINE NOT FOR PINE KNOT (Ky.)!

Take it from us, the few listeners in such small Kentucky communities as Pine Knot just don't buy enough to warrant the extra expense it takes to reach them! In Kentucky, what's *worth* pining for is WAVE's Louisville Trading Area, the humming home of more industry and of more people with money than the rest of the State *combined*. Frankly, Pine Knots aren't *our* idea of good business-building material! Are they *yours*?

LOUISVILLE'S WAVE
5000 WATTS . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives

WHO

is "Listened-To Most" in 79 of Iowa's 99 Counties!

(in 80 counties, nighttime)

50,000 Watts · Des Moines

Free & Peters, Representatives

The Magic Empire of the Rio Grande Is One Big City Dominated by KRGV

Think only of KRGV's $650.00 per capita income market, totaling 165 million dollars effective buying power, as a PERMANENT MARKET. In this area some type of commercial crop is grown every month of the year, making it possible to keep money rolling in constantly. Through KRGV you can attract these magic dollars to your product, because KRGV is the standout station in the "VALLEY."

Affiliated With N.B.C. • Member of Lone Star Chain

Voice of one of the Richest *Permanent* Markets in America

A CITY WITH A MAIN STREET 65 MILES LONG

LOWER RIO GRANDE VALLEY OF TEXAS

1290 ON THE DIAL

KRGV

WESLACO TEXAS

THE MAGIC EMPIRE OF THE RIO GRANDE

AFFILIATED WITH

TAYLOR-HOWE-SNOWDEN

Radio Sales

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county are one compact unit with present estimated population of 100,000.

tobacco

Durham makes 25% of all the nation's cigarettes. Add up 94 other steady industries, rich surrounding farm land and famed

Duke

University and you can see what a grand market this is. To control it, one station does the job at surprising low rates.

WDNC

Owned By
Durham Herald-Sun
Papers

CBS

Represented by Howard H. Wilson Co.

MANAGEMENT

WILLIAM B. RYAN, general manager of KFI Los Angeles and 16th District NAB director, has been appointed committee chairman to head Southern California Radio Council. Sponsored by NAB, regional group acts as coordinator of listener activities of the association as well as various radio councils.

LINUS TRAVERS, executive vice-president of Yankee Network, has been named by Gov. Tobin to serve on the Massachusetts Commission studying airports and air transport. He is also chairman of the State Radio Committee.

Mr. Travers

GARDINER COWLES Jr., President of Cowles Broadcasting Co., and **E. R. BOROFF**, vice-president of American Broadcasting Co., were made honorary chiefs of Sioux Indian Tribe at the third annual "Midwest Farmer Day" staged by WNAX Yankton, S. D., a Cowles station. Mr. Cowles was named "Northern Star" and Mr. Boroff "High Eagle".

MAJ. GEN. L. R. LAFLECHE, former minister of National War Services of Canadian government, under whose jurisdiction came Canadian Broadcasting Corp., has arrived in Athens as Canadian Ambassador to Greece.

WALTER VAUGHN, assistant secretary of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), has been reelected secretary of Quad-Cities Control of Controllers Institute of America, New York. **JOHN D. GRAYSON**, treasurer of Hazeltine Electronics Corp., has been renamed a director. **WILBUR W. HETZEL**, secretary-treasurer of Stromberg-Carlson Co., has been reelected director of Rochester Control and **ALEXANDER MacGILLIVRAY**, RCA comptroller, has been renamed director of organization's Philadelphia Control.

PATRICK J. STANTON, general manager of WDAS Philadelphia, is to leave Sept. 28 for two-month trip to Ireland, to gather material for a book he is writing about that country.

Gen. Surles Given DSM For BPR Achievements

MAJ. GEN. ALEXANDER D. SURLES, director of the War Dept. Bureau of Public Relations, was presented with the Distinguished Service Medal last week by Secretary Stimson, in recognition of his outstanding services as BPR head.

In charge of the bureau since August 1941, Gen. Surles had the responsibility of "weighing the value of releasing information against the possibility of its affording valuable intelligence to our enemies," according to the citation. Under his direction, the Radio Branch, headed by Col. Ed Kirby, has performed its service to radio listeners before, during, and now, following the war.

FULL transcripts of the testimonies of two CBS executives, Paul W. Kesten, executive vice-president, and Frank Stanton, vice-president and general manager, have been published in booklet form by CBS as they were read into the record of FCC hearings on FM broadcasting last July. Booklet is being distributed to CBS stations, public officials, libraries, schools, and similar organizations.

COMMERCIAL

WILBUR EICHELBERG resigns as account executive of Mutual New York sales department to return to the Pacific Coast in mid-October as partner in magazine representative firm of Keenan & Eichelberg. Before joining Mutual in March 1944, Mr. Eichelberg had served for two years a captain in the Marine Corps previously he had been sales manager of Don Lee Broadcasting System and before that general manager of KFRC San Francisco.

GEORGE A. PROVOL, commercial manager of KDYL Salt Lake City, is on business trip until Oct. 1 to New York and Chicago.

CAROL HOLLAND, formerly with KGEZ Kalispell, is new addition to commercial staff of KGVO Missoula, Mont., succeeding **VELMA ROUSE**, who resigned to be married.

HOWARD HAYWARD, former AAF lieutenant, has joined Los Angeles staff of Paul H. Raymer Co., station representative, as account executive. He succeeds **WALTER MILES**, resigned.

RICHARD HIGHAM has been added to sales department of WMOH Hamilton, O.

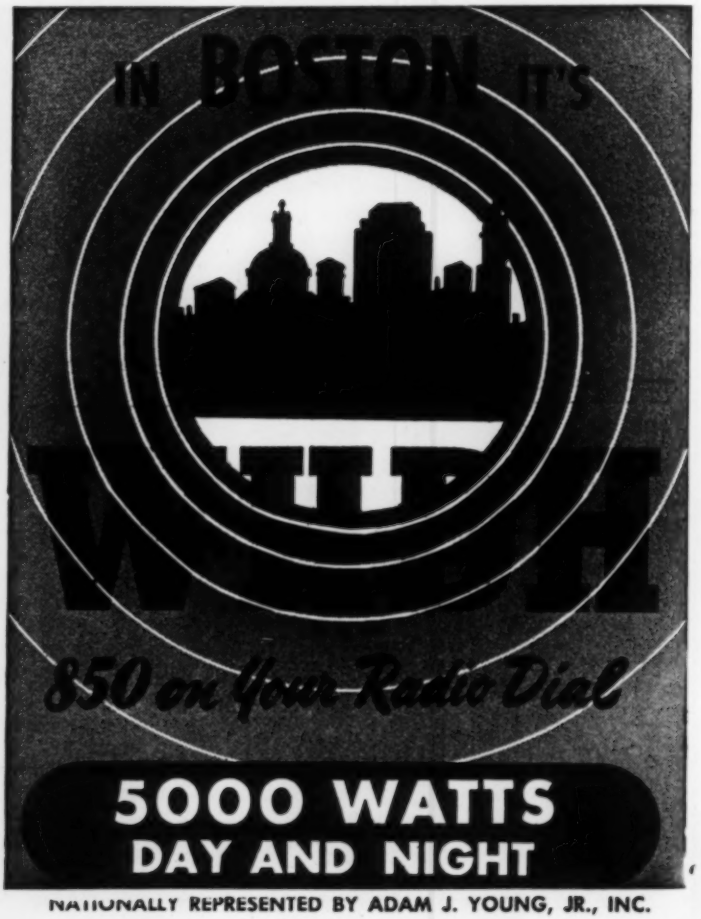
MARTIN J. McGEEHAN, manager of the Chicago office of Radio Advertising Co., is father of a girl born Sept. 14.

KATHRYN NAGEL is new addition to traffic department of WSPD Toledo.

IRVING RASKIN, account executive at WHN New York who won the Broadcasting Bowling League individual championship last year, is captain of WHN's 1945-46 bowling team which will compete against NBC MBS WEAF WOR WABC WMCA.

Dr. H. M. Patridge

DR. HERMAN M. PATRIDGE, 4[illegible] director of broadcasts at New York U. and vice-president of the Hillsdale, N. J., Board of Education, died Sept. 17 at Exeter Hospital in New Hampshire from a heart ailment. He joined NYU in 1925 as instructor in chemistry, became a specialist in radio communication and was named director of broadcasts in 1938. He taught classes in communications and the technical problems of radio broadcasting in addition to chemistry. Dr. Patridge developed the Patridge process for producing lithium, a rare light metal, on a commercial scale in large quantities and published a paper on his discovery in 1929. He also wrote extensively on electronics. Surviving are his wife and two daughters.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

XUM

PRESIDENT TRUMAN SAYS:

"American Radio is in good hands"

" . . . Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. . . .

"The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press. . . ."

Harry S. Truman
President of the
United States of America

FREESPEECH MIKE

THE GOODWILL STATION, INC., DETROIT

WJR

Michigan's Greatest Advertising Medium

BASIC STATION, Columbia Broadcasting System . . . G. A. RICHARDS, President . . . LEO J. FITZPATRICK, Vice-President and General Manager . . . EDWARD PETRY & COMPANY, INC., National Representative

JAXONS MAY NOT ALL BE ANGELS...

BUT WE THINK THEY DESERVE A SPECIAL SALUTE...

The hearts of Jacksonville citizens are as big as the sun and twice as warm... WJHP proved this when "Jimmie Wilson" day was declared at the 1320 Radio Row. Funds were solicited for a local boy who had lost both hands and both legs in the war, and Jaxons came thru, at the request of WJHP, to the fine tune of over $8000 in good United States currency.

Jimmie will go to college and have a full life, thanks to the kindness of his fellow townsmen. WJHP salutes them and Jimmie... is glad of the small part it played in raising the

$8000

WJHP

A John H. Perry Associate

GILBERT CHASE, supervisor of music for NBC "University of the Air", has returned to New York after 2½ months in Latin America as special music consultant for the music division of the Library of Congress.

LEONARD HOLE, manager of CBS television operations until he entered the Navy as lieutenant three years ago, has rejoined CBS attached to department of editing and copyright as staff editor and as liaison for television activities.

Mr. Hole

ED SOBOL, NBC television producer and 1944 winner of the American Television Society award for best production, will lead a panel discussion on "Production" at a luncheon meeting of ATS at the Hotel Sheraton, New York, Sept. 26.

EUGENE JELESNIK, violinist and band conductor, has been appointed music director of KDYL Salt Lake City.

ELSIE REAM, former home economics editor of WIBC Indianapolis, has been appointed to station program department and now appears daily on morning women's program. EVERETT HOWARD, released from the Army where he did radio public relations work in the U. S. and overseas and formerly with WFVA WTAR WINC WCHS, has been named chief announcer. JAMES W. BRIDGES, former continuity editor for WGL Fort Wayne, Ind., and writer at WOWO Fort Wayne, is new continuity editor at WIBC. MARGARET (Mike) UFFORD, writer-announcer at KUSD Vermillion, S. D., is new member of WIBC continuity staff. DAVE LEE, formerly with WRJN WGL WOWO WCKY, joins announcing staff.

AS RESULT of recent NBC-UCLA Radio Institute at network's Hollywood studios, seven attending students have been placed as announcers. Included are: WARREN WEEKS to KECA Los Angeles; FRANCIS McLAURIN to KGGM Albuquerque, N. M.; SANFORD WOOLF, to KFRE Fresno, Cal.; MORSE FERGUSON to KOB Albuquerque; ARTHUR ROBERTS on KFRC San Francisco; JIM STOVIN to CJOR Vancouver, B. C.; JACK SIMMONS on KWKH Shreveport, La.

PRODUCTION

HELEN KANDEL, script writer, CBS education department, is to be married Sept. 30 in New York to Herbert Hyman, psychological consultant for the War Dept.

BILL WESTON of announcing staff of WFCI Pawtucket, R. I., is one of winners of annual CBS "Dr. Christian" radio drama script writing awards.

HARRY SAZ, Hollywood associated producer of NBC "College of Musical Knowledge", and Jean Heath of Hollywood were married in Yuma, Ariz., Sept. 13.

ROBERT DEAN, former announcer of WHB Kansas City, to KMPC Hollywood.

GEORGE FISHER, Hollywood movie-commentator, has started weekly quarter-hour "Meet the Stars" series on Associated Broadcasting Corp. stations.

BILL GOODWIN, Hollywood announcer, has been signed for detective role in Universal Pictures Co. film, "Murder Mansion".

IRVING MAMET, released from the Army, has joined announcing staff of WHAT Philadelphia.

LARRY SHERWOOD is new addition to announcing staff of WIP Philadelphia.

OCTAVUS ROY COHEN, short story writer and author of Florian Slappey series, will create plot outlines for weekly NBC "Amos 'n' Andy show" which resumes Oct. 2. Written by FREEMAN GOSDEN and CHARLES CORRELL (Amos 'n' Andy), radio scripts will be based on Cohen's story ideas.

BILLIE BURKE, radio-film comedienne who substituted for MARY BOLAND on first two broadcasts of NBC "Drene Show", has been signed for a featured spot on weekly program.

ROBERT COLESON, Hollywood deputy chief of former OWI domestic radio bureau, has been assigned to Treasury Dept. War Advertising Council for Victory Loan Drive and other government allocations.

PAUL MARTIN, staff director at NBC, has resigned to freelance.

CORP. RUSSELL NAUGHTON, former announcer at WDRC Hartford, Conn., is member of 509th Composite Group which dropped atomic bombs on Japan.

EUGENE KING, daytime program director of WOR New York, has started to instruct an evening course in radio technique for convalescent servicemen at St. Albans Hospital.

ANNE ROOT has resigned from program department of KYW Philadelphia to return to Moravian College. She is succeeded by ALICE HUNT.

WILLIAM McGOVERN, announcer, from KYA San Francisco to KROW Oakland.

GARRY C. SIMPSON, former producer of special events at NBC television department, has resigned his wartime position with Sperry Gyroscope and rejoined NBC video staff in the production department.

ROY LOCKWOOD, in charge of BBC productions from America to Britain, has relinquished his full-time engagement with BBC's New York studios to produce General Mills "Light of the World" program on CBS Monday thru Friday.

RICHARD MAXWELL is featured on "Hymns You Love", program started Sept. 17 on Mutual, Monday thru Friday 12:30-12:45 p.m.

JONATHAN SNOW, WBBM Chicago production manager, resigns Sept. 29 to enter real estate business with his brother in Detroit.

HUGH DOUGLAS, WCFL Chicago staff announcer, replaces TOM MOORE as narrator on American Broadcasting Co. "Smoke Dreams" program Sunday 1 p.m. (CWT).

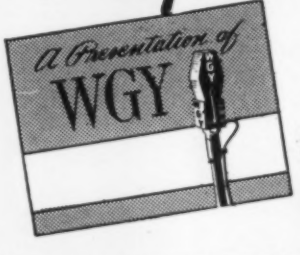
ROBERT DAY of KSFO San Francisco has been named chief announcer replacing ROBERT HAMBLEY, resigned.

LEE GIROUX, program director of KSAN San Francisco, has started weekly quarter-hour "San Francisco Calling", feature news, on Associated Broadcasting Corp. stations.

WORTHINGTON MINER, CBS manager of television, will discuss video presen-

(Continued on page 56)

People Listen to WGY's PUBLIC SERVICE PROGRAMS



"THE FUTURE BEGINS NOW," a Public Service program on WGY, was presented for 26 weeks last fall and winter with author and psychologist, Ernest M. Ligon, PhD., of Union College, Schenectady. Dr. Ligon, on the program, discussed parent-child problems with guest community groups.

On the last four broadcasts a brochure of five scripts on "Discipline" was offered, and 1569 WGY listeners asked for a copy . . . proof of the popularity of WGY's Public Service programs among people in the Hudson Circle.

"The Future Begins Now," with Dr. Ligon, returns to WGY October 1, for 26 weeks.

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-249

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

XUM

SHIP CAPTAIN--
FAR FROM THE SEA

Lora Price's Home Forum on Denver's KOA brings all the world to Denver housewives

Yup, Mrs. Mary Converse's the only woman captain in the U.S. Merchant Marine. And strangely enough, she's from Denver—a thousand miles from any sea. Denver women know all about her because Lora Price interviewed her on KOA's Home Forum.

Celebrities vie with famous products on the Forum. And not only Denver women, but women all over the Rocky Mountain West love 'em both. Because these women listen . . . and these women buy.

That they listen is proved by floods of mail and contest entries (figures on request). That they buy we know from dozens of success stories from satisfied sponsors. (It's a participating show and it's nearly always sold out, but we'll discuss it with you if you're interested.) KOA's Home Forum sells its head off.

--No wonder KOA's FIRST!

FIRST in DENVER

KOA NBC

50,000 watts **850** on your dial

Represented by NBC SPOT SALES

First in PROGRAMS

First in LISTENER LOYALTY

First in COVERAGE

First in POWER

and, for all these reasons . . .

FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

PRODUCTION

(Continued from page 54)

tations of fashions and home furnishings and their effect on colors, modeling, make-up, etc., Sept. 26 in a talk before monthly luncheon of the fashion group at Hotel Biltmore, New York.

THOMAS F. PARSHLEY, manager of orchestra personnel for WOR New York, resigns as of Nov. 10.

C. G. (Tiny) RENIER, for eleven years program director of KMOX St. Louis, and at one time CBS New York producer-director, has joined KMPC Hollywood as program director. He succeeds **DON OTIS** who recently resigned post to devote full time to several record shows on that station.

Mr. Renier

ED MEISNER, producer of radio programs while serving with Army Special Services at Camp Lee, Virginia, is new announcer with WGL Fort Wayne, Ind.

WALTER KLAVUN, WICC Bridgeport, Conn., announcer for three years, has resigned. **LOU L. HAYE**, former AAF sergeant, returns to station as senior announcer.

GEORGE THOMAS, formerly with WTAG Worcester, Mass., and WOL Washington, to announcing staff of WHTD Hartford, Conn.

IRVING KELLAND, formerly of KVOX Moorhead, Minn., and WKBH LaCrosse, Wis., is new announcer with WEAU Eau Claire, Wis.

ERWIN MILLER is new member of announcing staff of WMOH Hamilton, O.

BILL BURCH, recently released from AAF, is new director of Procter & Gamble Co. "Truth or Consequences" show, originating from NBC-Hollywood. Burch is former NBC staff director and radio copywriter at J. Walter Thompson Co., Chicago.

JOHNNY JACOBS, ensign in Merchant Marines for three years, has returned to announcing staff of KMOX St. Louis. **EARL STEELE** is new KMOX announcing staff member.

BYNG WHITTEKER, after two years in England with the BBC North American Service and on Radio Newsreel, has returned to Canada and rejoined the announcing staff of CJBC Toronto.

LT. MEL VENTER, USNR, former production manager of KFRC San Francisco, is the father of a boy.

HAROLD VOLTZ, new to radio, has joined WGN Chicago as a sound effects man.

MILDRED GAME, former research worker in CBS education department, is now writing scripts for "Gateways to Music", one of CBS American School of Air programs. **JOHN ALLEN WOLF** has been assigned announcer on five-weekly School of Air series beginning Oct. 1.

VICTOR BATSON, announcer of WSGN Birmingham, leaves staff Oct. 1 to resume studies at U. of Alabama.

MERRITT COLEMAN, former assistant to **JAMES M. SEWARD**, CBS director of operations, has joined CBS television station WCBW New York in charge of television operations.

FRED KEA, announcer at WMAZ Macon, Ga., married Gloria Collier of Macon on Sept. 14.

GERRY COLSON has left writing staff of KJBS San Francisco to resume radio courses at U. of Washington.

BOB KENNY, production manager of American's cooperative program department, and Marianna Jones, Middletown, Conn., were married Sept. 15.

JOHN A. McDONALD, Ashland City, Tenn., has been appointed agricultural director of WSM Nashville.

ROY de GROOT, since Pearl Harbor on senior writer-editor-producer staff of radio bureau of OWI Overseas Branch, has joined promotion department of New York Times as radio specialist.

NEWS

WILLIAM L. SHIRER, CBS commentator, is to leave the U. S. Sept. 26 for a tour of Europe. Mr. Shirer will first visit London to observe the new labor government, cover the French election in Paris starting Oct. 17 and observe the Nuremberg trials of Nazi war criminals.

IRVING WAUGH, news commentator at WSM Nashville, Tenn., has returned to the station from Tokyo. He witnessed Japanese surrender aboard the Battleship Missouri.

Mr. Waugh

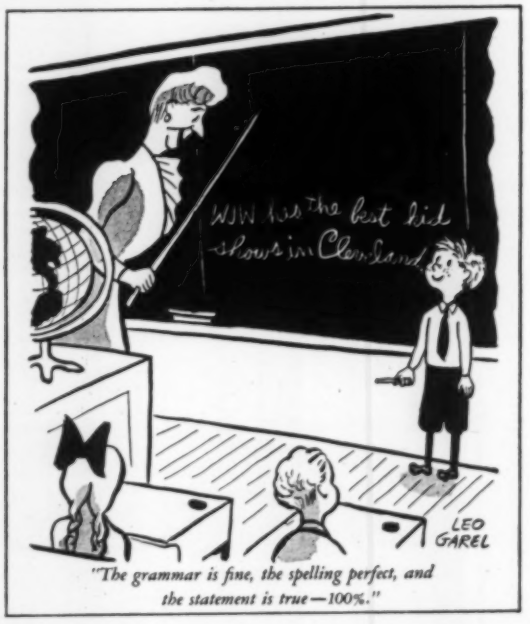
WINSTON BURDETT, CBS correspondent in Italy, was one of nine reporters cited for their part in covering the Italian campaign. In ceremonies held at Rome, Burdett and the other correspondents were presented the European-African-Middle Eastern campaign ribbon for "performance of duty during combat".

H. V. KALTENBORN, NBC commentator, has received from Berlin the original Gestapo card on which his anti-Nazi orientation is documented. Card shows that German propaganda ministry followed his career with keen interest and calls him a "notorious Germanhater". Kaltenborn received card from an American in Berlin who gained access to the Gestapo files.

WALTER (Red) BARBER, who broadcasts Brooklyn Dodgers ball games on WHN New York, will cover football for WNBT, NBC video station, this fall, supplying commentary needed to clarify and explain what the viewer sees on the screen of his set.

New MBS Co-op

NEW COOPERATIVE program featuring Erskine Johnson, Hollywood movie commentator, has been sold on 137 Mutual stations starting Oct. 15. Becoming one of widest sold co-ops on air, program will be broadcast Monday through Friday 4-4:15 p.m. Sponsors include two West Coast companies, Purex Corp., South Gate, Cal., and Soil-Off Mfg. Co., Glendale, Cal., and Bathasweet Corp., New York. Because World Series broadcasts on Mutual will disrupt afternoon schedules early in October, starting date of the program has been postponed from Oct. 1 to Oct. 15.



"The grammar is fine, the spelling perfect, and the statement is true—100%."

Throughout the week, Monday through Saturday, WJW delivers more daytime dialers per dollar—23 to 33 percent more than any other Cleveland regional station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WDRC
HARTFORD ♫ CONNECTICUT
WDRC—FM

"Music-off-the-Record"
3 to 4 p.m.
Monday thru Friday

WDRC's popular all-request record show. Setting new high for mail pull. Available in blocs of time. Write Wm. Malo, WDRC, for descriptive folder.

CBS

The sponsor said....

"WE WANT MORE"

Here is the "Old Dirt Dobber" . . . popular personality of the CBS Garden Gate program. He is now going into his twelfth year of sponsorship on WLAC

And to WLAC, it was especially important, because this particular sponsor was a newcomer to radio.

A year ago, the Joy Floral Company, one of the South's largest and oldest florists, purchased a single quarter-hour program, once a week. Long before the contract expired, they expressed amazement over its excellent results, and they asked for a fifteen-minute strip five days a week. They said, "We want the 'Old Dirt Dobber' ".

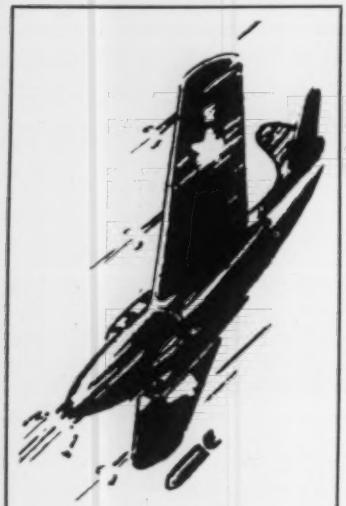
That's what they're using to-day. Joy's is a local account, sponsoring a WLAC-built show, and doing the sort of job that makes many clients say to WLAC . . . "We want more!"

Represented by the Paul H. Raymer Co.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

WLAC
NASHVILLE

50,000 WATTS



UP and ATOM!

That's typical of Knoxville and its new sister city of Oak Ridge. Knoxville is proud of the fact that Oak Ridge, home of the Atom Bomb, is located just 18 miles to the north. The 75,000 people at Oak Ridge who made such a vital contribution to victory have also helped make retail sales jump in Knoxville.

RETAIL SALES UP

Knoxville retail sales have consistently lead the country in percentage of gain. Retail sales during 1945 will exceed $100,000,000, making Knoxville one of the nation's leading markets—the third market in Tennessee. OAK RIDGE is located within WBIR's effective coverage area. Ask a John E. Pearson man.

WBIR
A NUNN STATION

John P. Hart, Mgr.
KNOXVILLE, TENN.
NUNN STATIONS—
WBIR—Knoxville, Tenn; WLAP—Lexington, Ky.; WCMI—Ashland, Ky.; KFDA—Amarillo, Texas

PROMOTION

Promotion Personnel

BOB WILSON, former night publicity man at WOR New York, joins Mutual New York press staff Sept. 24 in charge of exploitation. He succeeds **GIL BABBITT** who is joining Dave Elman organization as publicity and production man. **LARRY BELL** has also left the Mutual publicity staff.

RUDY BLOOM, assistant publicity director of WCAU Philadelphia, and Barbara Rubin were marrried Sept. 20.

HOWARD STANLEY, assistant director of promotion for CBS owned stations and formerly in charge of promotion for WTOP Washington, Sept. 15 married Freddie Hampton of Washington.

LOLA WOURSELL, formerly publicity director of WOV New York, has joined the publicity staff of American Broadcasting Co., New York, as trade news editor.

GLORIA BIZARI of American Hollywood press department has been shifted to network's music rights division as assistant to **MART HUBBELL. BARBARA KRAFT,** formerly of KGO San Francisco, has taken over Miss Bizari's former duties.

CBS School Manual

TO HELP the family audience get the most out of the 16th series of CBS "American School of the Air", broadcast this year for the first time as a late afternoon program, the network's education division has published a 224-page, pocket-size calendar manual. In addition to an outline of each program and a bibliography for further study if desired, book contains introductions to each group of broadcasts written by Carl Van Doren, Olin Downes, Edward Weeks, Harlow Shapley, Harry Carmen.

TV Questionnaire

ACCOMPANIED by letter from John T. Williams of NBC's television department explaining that the network is planning to expand its video program schedule, questionnaries have been sent by NBC to television set owners in the New York area asking make, age and condition of the set; composition of family video audience and viewing habits and likes of each member, and telephone, automobile, refrigerator and home ownership.

WGL Letters

CURRENT promotion letters distributed by WGL Fort Wayne, Ind., to local listeners cover General Motors NBC "Symphony Notes" and "Life of Riley". Latter was mailed to telephone book listings of Rileys. Copies of NBC Program Policy and Working Manual have been sent to city school superintendents, civic group leaders, department store heads, etc.

W-E Booklet

TITLED "We Did It This Way", booklet prepared by Western Electric Co. tells in series of short anecdotes the progress of technology in communications during the war. In free, story-style, booklet explains problems faced by research engineers and manufacturers and how they were solved.

Soap Tissues

SOAP tissues adorn new promotion folder of WIBW Topeka, Kan., which states "There may still be a shortage of soap in your home" on cover and concludes within ". . . but there's never any shortage of selling effectiveness when you sell Kansas thru WIBW".

WBIG Scholarship

THOUSAND dollar scholarship in music is being awarded by WBIG Greensboro, N. C., to a young woman in the area. To cover a four-year study period, scholarship will be awarded in cooperation with Greensboro Euterpe Club.

KUTA Fair Winner

BOOTH of KUTA Salt Lake City at Utah State Fair won first prize for the best at fair. Station originated many programs on events from fair for which it supplied all public address equipment. Some 30,000 program schedules were given away.

WOPI Booklet

ILLUSTRATED booklet on 16th anniversary and dedication of new studios of WOPI Bristol, Tenn., has been prepared by the station. Photos and copy cover facilities, personnel, talent and service features. Letters from groups and organizations aided by WOPI are included.

WFIL Folder

FOLDER on established program, "This Week in Philadelphia", has been issued by WFIL Philadelphia. Although sold before piece was received from printer, attached note states program is typical of WFIL showmanship and names similar availabilities.

WGST Day

SEPT. 5 was WGST Atlanta, Ga., special day at local amusement park. Promotion tie-in featured broadcasts, quizes, contests, WGST talent shows. Sponsors donated prizes. Rides were half-price with tickets given free by station.

PROGRAMS

KQV Steel Series

JONES & LAUGHLIN Steel Corp., Pittsburgh, has purchased the 7-7:30 a.m. spot Monday through Friday on KQV Pittsburgh to present new industrial advertising and employe-relation program. Titled "Jal-Time", program will first be used to recruit new workers and will eventually replace firm's house organ. Music variety is planned together with time, weather, news and items of interest to J & L workers. Both labor and management will be able to present their views on program.

Auditions

WITH time open to anyone with a pet peeve or anything else to say, "So You Want to Be on the Air" has started on WNAB Bridgeport, Conn., as Sunday afternoon hour feature which presents auditioning of talent by audience instead of management. Listeners are invited to write comments. Best performers may appear on another program as reward.

Industrial Outlook

PRESENTING West Coast industrial outlook for postwar era, new weekly quarter-hour public service series has been started by KSFO San Francisco. Under title "Pacific Payrolls", representatives from aircraft, communications, navigation, railroad and banking industries, as well as leaders of civic enterprises, utilities, agriculture, and education give their views.

On-Spot Story

BEHIND-SCENE story of reconversion of automotive industry was presented by WGN Chicago in a series of programs developed in Detroit and featuring representatives of major manufacturers. Programs were fed to WGN by special line.

About Veterans

PRESENTING facts about Miami veterans still in uniform with emphasis on potential discharge and service record, new five-weekly program has been started by WQAM Miami.

CKX Amateurs

CKX Brandon, Man., in conjunction with the Associated Canadian Travellers of Brandon, has started a talent search program Saturday night as "Radio Amateur Contests".

TOPS IN THE "HEARTLAND"

In the "Heartland" you'll find some of the richest, busiest farms of the midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

TOUCH "HOME" WITH KGLO
293,080 Radio families in the area are reached by the friendly voice of KGLO. Tell them . . . sell them . . . put KGLO on your station list.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo
MASON CITY Iowa
1300 K.C. 5,000 Watts
CBS Affiliate
Weed & Company, Rep.

A Lee STATION

BROADCAST REVENUES, EXPENSES AND INCOME OF 865 STANDARD BROADCAST STATIONS, 1944

By Class and Time; Segregated Between 689 Stations Serving as Outlets for Major Networks and 176 Stations Not Serving as Such Outlets[1]

Item	Clear channel — 50,000 Watts — Unlimited	Clear channel — 50,000 Watts — Part-time	Clear channel — 5,000 to 20,000 Watts — Unlimited	Clear channel — 5,000 to 20,000 Watts — Part-time	Regional — Unlimited	Regional — Part-time	Local — Unlimited	Local — Day and Part-time	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
STATIONS SERVING AS OUTLETS FOR MAJOR NETWORKS									
Stations with time sales of $25,000 or more: Number of stations	41	3	22	.....	250	22	324	1	663
Revenues from the sale of station time: Network time sales by— Major networks	$15,494,891	$705,757	$2,753,913	.....	$23,784,045	$571,806	$5,943,795	.....	$49,254,207
Regional networks	.....	.....	.....	.....	1,034,972	17,088	520,437	.....	1,572,497
Other networks and stations	347,601	121,587	6,999	.....	542,632	20,858	354,750	.....	1,394,427
Total sale of chain broadcast time	15,842,492	827,344	2,760,912	.....	25,361,649	609,752	6,818,982	.....	52,221,131
Non-network time sales to— National and regional users	25,922,621	1,425,055	2,895,876	.....	25,630,640	1,135,896	5,048,259	$2,741	62,061,088
Local and other users	7,767,815	153,651	3,160,479	.....	32,118,257	1,515,192	18,841,866	32,451	63,589,711
Total sale of station non-network time	33,690,436	1,578,706	6,056,355	.....	57,748,897	2,651,088	23,890,125	35,192	125,650,799
Total sale of station time	49,532,928	2,406,050	8,817,267	.....	83,110,546	3,260,840	30,709,107	35,192	177,871,930
Deductions from the sale of station time: Payments to networks and stations	116,684	2,268	.....	.....	102,382	.....	90,410	.....	311,744
Commissions to regularly established agencies, representatives and brokers	6,754,643	147,906	949,375	.....	8,114,408	258,501	1,468,909	125	17,693,867
Total deductions from the sale of station time	6,871,327	150,174	949,375	.....	8,216,790	258,501	1,559,319	125	18,005,611
Balance, net time sales	42,661,601	2,255,876	7,867,892	.....	74,893,756	3,002,339	29,149,788	35,067	159,866,319
Revenues from incidental broadcast activities: Talent: Sales	3,124,963	291,840	270,769	.....	2,855,101	110,369	407,044	.....	7,060,086
Commissions, fees, and profits from obtaining or placing talent	466,731	3,974	31,160	.....	73,819	1,096	12,101	.....	588,881
Sundry broadcast revenues	1,215,275	160,544	237,956	.....	2,225,617	86,166	476,128	10	4,401,696
Total revenues from incidental broadcast activities	4,806,969	456,358	539,885	.....	5,154,537	197,631	895,273	10	12,050,663
Total broadcast revenues	47,468,570	2,712,234	8,407,777	.....	80,048,293	3,199,970	30,045,061	35,077	171,916,982
Total broadcast expenses	27,122,432	1,795,579	5,439,771	.....	49,338,498	2,305,765	21,153,738	27,105	107,182,888
Broadcast income (or loss) before Federal income tax	20,346,138	916,655	2,968,006	.....	30,709,795	894,205	8,891,323	7,972	64,734,094
All commercial stations: Number of stations	41	3	22	.....	250	23	346	4	689
Broadcast revenues	$47,468,570	$2,712,234	$8,407,777	.....	$80,048,293	$3,219,265	$30,475,598	$85,288	$172,417,025
Broadcast expenses	27,122,432	1,795,579	5,439,771	.....	49,338,498	2,336,882	21,543,803	70,865	107,647,830
Broadcast income or (loss) before Federal income tax	20,346,138	916,655	2,968,006	.....	30,709,795	882,383	8,931,795	14,423	64,769,195
STATIONS NOT SERVING AS OUTLETS FOR MAJOR NETWORKS									
Stations with time sales of $25,000 or more: Number of stations	.....	.....	6	2	26	33	66	11	144
Revenues from the sale of station time: Network time sales by— Major networks	.....	.....	.....	.....	.....	.....	.....	.....	.....
Regional networks	.....	.....	$21,300	.....	.....	$289	$15,264	$823	$37,676
Other networks and stations	.....	.....	6,885	$19,662	$6,357	4,974	22,500	.....	60,378
Total sale of chain broadcast time	.....	.....	28,185	19,662	6,357	5,263	37,764	823	98,054
Non-network time sales to— National and regional users	.....	.....	1,927,414	470,257	1,026,815	1,648,329	859,659	101,268	6,033,742
Local and other users	.....	.....	1,816,248	254,120	4,516,257	4,093,247	4,884,465	662,456	16,226,793
Total sale of station non-network time	.....	.....	3,743,662	724,377	5,543,072	5,741,576	5,744,124	763,724	22,260,535
Total sale of station time	.....	.....	3,771,847	744,039	5,549,429	5,746,839	5,781,888	764,547	22,358,589
Deductions from the sale of station time: Payments to networks and stations	.....	.....	.....	.....	46	730	1,541	.....	2,317
Commissions to regularly established agencies, representatives and brokers	.....	.....	554,009	102,201	563,729	622,102	347,015	60,072	2,249,128
Total deductions from the sale of station time	.....	.....	554,009	102,201	563,775	622,832	348,556	60,072	2,251,445
Balance, net time sales	.....	.....	3,217,838	641,838	4,985,654	5,124,007	5,433,332	704,475	20,107,144
Revenues from incidental broadcast activities: Talent: Sales	.....	.....	95,881	57,726	251,868	153,031	99,919	9,219	667,644
Commissions, fees, and profits from obtaining or placing talent	.....	.....	.....	.....	.....	1,042	3,320	.....	4,362
Sundry broadcast revenues	.....	.....	88,981	14,089	160,366	83,024	119,112	21,022	486,594
Total revenues from incidental broadcast activities	.....	.....	184,862	71,815	412,234	237,097	222,351	30,241	1,158,600
Total broadcast revenues	.....	.....	3,402,700	713,653	5,397,888	5,361,104	5,655,683	734,716	21,265,744
Total broadcast expenses	.....	.....	2,743,759	457,962	4,296,790	4,118,763	4,477,434	548,170	16,642,878
Broadcast income or (loss) before Federal income tax	.....	.....	658,941	255,691	1,101,098	1,242,341	1,178,249	186,546	4,622,866
All commercial stations: Number of stations	.....	.....	6	2	28	37	87	16	176
Broadcast revenues	.....	.....	$3,402,700	$713,653	$5,434,612	$5,432,233	$6,018,418	$809,460	$21,811,076
Broadcast expenses	.....	.....	2,743,759	457,962	4,346,874	4,187,518	4,809,137	604,676	17,149,926
Broadcast income or (loss) before Federal income tax	.....	.....	658,941	255,691	1,087,738	1,244,715	1,209,281	204,784	4,661,150

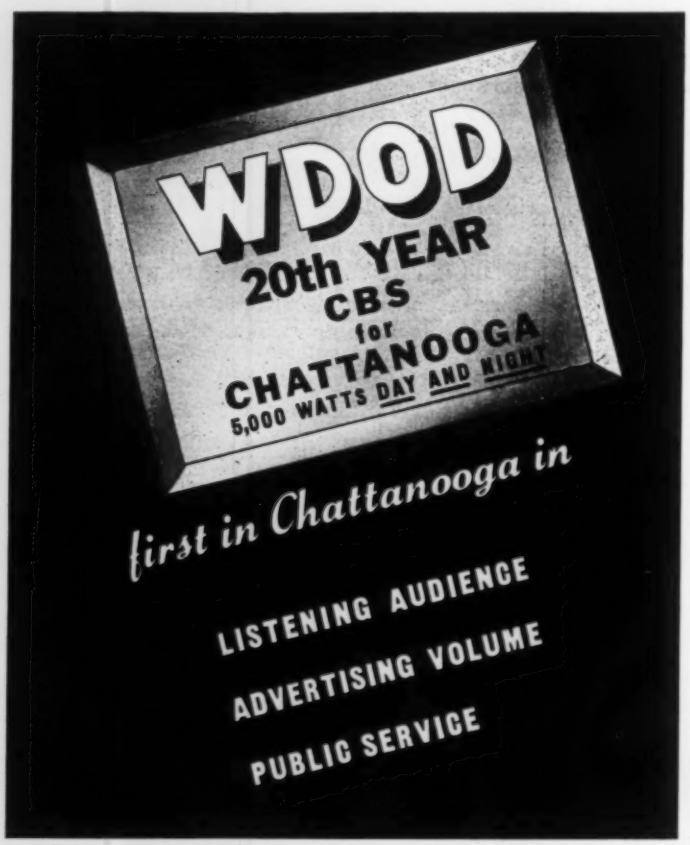
(*Continued on page 60*)

BROADCAST REVENUES, EXPENSES AND INCOME

(*Continued from page 53*)

	ALL COMMERCIAL STATIONS								
Stations with time sales of $25,000 or more:									
Number of stations	41	3	28	2	276	55	390	12	807
Revenues from the sale of station time:									
Network time sales by—									
Major networks	$15,494,891	$705,757	$2,753,913	.....	$23,784,045	$571,806	$5,943,795	.....	$49,254,207
Regional networks	.....	.....	21,300	.....	1,034,972	17,377	535,701	$823	1,610,173
Other networks and stations	347,601	121,587	13,884	$19,662	548,989	25,832	377,250	.....	1,454,805
Total sale of chain broadcast time	15,842,492	827,344	2,789,097	19,662	25,368,006	615,015	6,856,746	823	52,319,185
Non-network time sales to—									
National and regional users	25,922,621	1,425,055	4,823,290	470,257	26,657,455	2,784,225	5,907,918	104,009	68,094,830
Local and other users	7,767,815	153,651	4,976,727	254,120	36,634,514	5,608,439	23,726,331	694,907	79,816,504
Total sale of station non-network time	33,690,436	1,578,706	9,800,017	724,377	63,291,969	8,392,664	29,634,249	798,916	147,911,334
Total sale of station time	49,532,928	2,406,050	12,589,114	744,039	88,659,975	9,007,679	36,490,995	799,739	200,230,519
Deductions from the sale of station time:									
Payments to networks and stations	116,684	2,268	.....	.....	102,428	730	91,951	.....	314,061
Commissions to regularly established agencies, representatives and brokers	6,754,643	147,906	1,503,384	102,201	8,678,137	880,603	1,815,924	60,197	19,942,995
Total deductions from the sale of station time	6,871,327	150,174	1,503,384	102,201	8,780,565	881,333	1,907,875	60,197	20,257,056
Balance, net time sales	42,661,601	2,255,876	11,085,730	641,838	79,879,410	8,126,346	34,583,120	739,542	179,973,463
Revenues from incidental broadcast activities:									
Talent:									
Sales	3,124,963	291,840	366,650	57,726	3,106,969	263,400	506,963	9,219	7,727,730
Commissions, fees, and profits from obtaining or placing talent	466,731	3,974	31,160	.....	73,819	2,138	15,421	.....	593,243
Sundry broadcast revenues	1,215,275	160,544	326,937	14,089	2,385,983	169,190	595,240	21,032	4,888,290
Total revenues from incidental broadcast activities	4,806,969	456,358	724,747	71,815	5,566,771	434,728	1,117,624	30,251	13,209,263
Total broadcast revenues	47,468,570	2,712,234	11,810,477	713,653	85,446,181	8,561,074	35,700,744	769,793	193,182,726
Total broadcast expenses	27,122,432	1,795,579	8,183,530	457,962	53,635,288	6,424,528	25,631,172	575,275	123,825,766
Broadcast income or (loss) before Federal income tax	20,346,138	916,655	3,626,947	255,691	31,810,893	2,136,546	10,069,572	194,518	69,356,960
All commercial stations:									
Number of stations	41	3	28	2	278	60	433	20	865
Broadcast revenues	$47,468,570	$2,712,234	$11,810,477	$713,653	$85,482,905	$8,651,498	$36,494,016	$894,748	$194,228,101
Broadcast expenses	27,122,432	1,795,579	8,183,530	457,962	53,685,372	6,524,400	26,352,940	675,541	124,797,756
Broadcast income or (loss) before Federal income tax	20,346,138	916,655	3,626,947	255,691	31,797,533	2,127,098	10,141,076	219,207	69,430,345

[1] Does not include the operations of 10 key stations of major networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between station and network operations.



Mutual Football

MUTUAL started its football season Saturday, Sept. 22, with the broadcast of the U. of Minnesota-U. of Michigan game at Minnesota Stadium, Minneapolis, with Russ Hodges giving a play-by-play description, and Tom Slater describing the events of the game. Each Saturday throughout the season Mutual will broadcast a top game, followed by the *Sports Parade*, which moves up from 5-5:30 p.m. to 5:15-5:45 p.m. and gives a complete list of football scores of games all over the nation.

Vinylite Releases

FIRST vinylite phonograph records for public use were released last week by Asch Records, New York, with RCA Victor scheduled to issue its first vinylite discs Oct. 10. Asch release, embracing five 12-inch platters, is recording of *Prince Igor*, made in USSR by the Bolshi State Theater. They sell for $2.50 each, with album retailing at $12.50. Records, unbreakable and noiseless, were manufactured by Clark Phonograph Co., Harrison, N. J. RCA vinylites will retail at $2 each.

Shake hands with WFPG
ATLANTIC CITY, N.J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

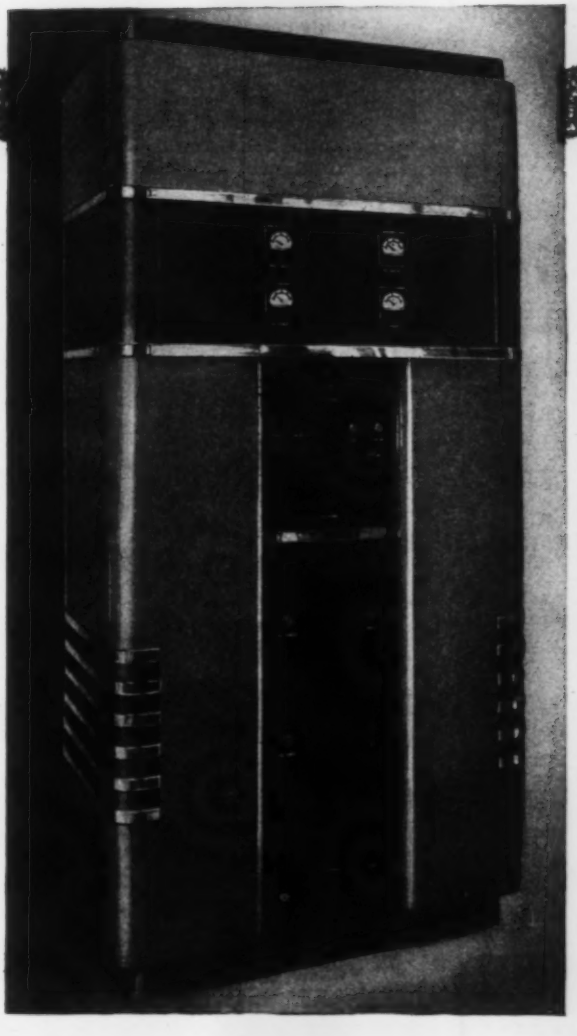
WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

JOHNSON

NOW IN PRODUCTION ON PHASING EQUIPMENT



You no longer have to be satisfied with mere planning for better market coverage! Johnson engineers are now ready to tackle your directional antenna problem and to get the Phasing Equipment you need into production.

Phasing equipment by Johnson can be found successfully operating in more than 50 broadcast stations and is backed by over 20 years experience in the manufacture of radio transmitting equipment. All major components used in Johnson Phasing and Antenna coupling equipment are designed and manufactured by Johnson, assuring the best material and workmanship. The quality of the equipment is under control of Johnson engineers at all times.

Shown at right is one of the Johnson installations designed to match existing equipment.

A Johnson Phasing Unit can be made to exactly match your present equipment and thus become an integral part of your station.

Orders for Phasing and Coupling equipment will enter production in the order received. Contact us without delay, directly or through your consulting engineer.

Write for Brochure-

"Some considerations in Directional Antenna Design"

—By Johnson

E. F. JOHNSON COMPANY, Waseca, Minn

JOHNSON

a famous name in Radio

E. F. JOHNSON COMPANY • WASECA • MINNESOTA

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Low FAX Band Urged

PRESENT allocation of facsimile in the 470-480 mc band may restrict its development, according to a summary of the FAX situation by WELD, Columbus's first FM station which has operated W8XUM as an experimental facsimile station since 1938. A lower assignment, as indicated by the temporary 106-108 mc allocation, is advocated. FM service in the 106-108 mc band will be degraded, WELD believes, arguing that multiplexed operation will require filters in FM service. Permanent assignment is sought since WELD does not wish to encourage public investment in equipment subject to allocation change. Further experimentation and study are advised before standards of speed and definition are established.

WATCHING new Cobra pickup arm in action at WMFM Milwaukee are Dan Gellerup (1), technical broadcast supervisor for WTMJ-WMFM, and Henry Kalmus, physicist and engineer for Zenith Radio Corp., Chicago. Invented by Kalmus and developed by Zenith, the extra light weight arm is reported to be latest advance toward reduction of surface noise on records and prevention of excessive wear. First tested at WMFM, FM station now has full compliment of the new style lightweight pickups.

TECHNICAL

J. B. COLEMAN, former chief engineer of the engineering products department of the RCA Victor Division, Camden, N. J., has been appointed assistant director of engineering of the division. **M. C. BATSEL,** former chief engineer at the RCA Victor plant at Indianapolis, has been appointed to succeed Coleman as chief engineer of the products department.

ROY NUSS and **FRANK CARVER,** with field engineering service of Westinghouse Electric & Mfg. Co. at Baltimore, for more than a year, have joined engineering staff of KYW Philadelphia.

MAX F. BALCOM, vice-president and treasurer of Sylvania Electric Products, Emporium, Pa., has been appointed associate judge of Cameron County and also president of the Emporium Trust Co., filling two vacancies caused by death of **B. C. ERSKINE,** board chairman and one of the founders of Sylvania. **H. WARD ZIMMER,** general manager of operations, Sylvania Radio Division, was elected vice-president of the trust company, post vacated by Mr. Balcom.

JAMES TISDALE, chief engineer of WIP Philadelphia, is in Ocean City, N. J., General Hospital, with a broken ankle.

JAMES FRANKLIN LAKES has joined engineering staff of WMOH Hamilton, O.

JOHN PAWLEK, NBC New York engineer, has been transferred to network's Hollywood division and assigned to "Truth or Consequences" program.

JOHN PALMQUIST, assistant to chief engineer of Don Lee Broadcasting System, Hollywood, has resigned to join RCA as liaison man between sales and engineering divisions.

PAUL H. THOMSEN, for seven years consultant with National Radio Institute, Washington, D. C., and vice-president of Air Track Mfg. Corp., College Park, Md., has been named chief engineer in charge of special electronics for Hoffman Radio Corp., Los Angeles radio set and equipment manufacturer.

Format Change

FORMAT of *Texaco Star Theater,* sponsored by Texas Co. on CBS Sunday 9:30-10, is being changed to include Annamary Dickey, opera singer, as permanent member of program which stars James Melton. David Broekman's orchestra replaces that of Al Goodman; Lynn Murray Chorus is added plus guest star each week. John Reed King continues as announcer. Series placed through Buchanan & Co., New York.

"SURE SHE'S SOUND! I DON'T DEAL WITH GYPS!"

No dealer can delude his fellow townsmen permanently about the quality of his goods. Nor can a radio station long "get by" with local advertisers unless it produces *results!*

So WDAY lists with pride its long-loyal Fargo clients. One such is Haggart's Tire and Auto Service. For *fifteen* years, five days a week, every week, we've broadcast its program to the Red River Valley. Seventeen other year-'round local advertisers have been with us, *steadily*, from 10 to 23 years!

A pretty good record, we'd say. Wouldn't you?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

IN SHARP FOCUS

Postwar uncertainty is nil in this permanent, balanced Seaboard Market. Great today—greater tomorrow! "PERMANENT PLANTS — PAYROLLS — PEOPLE". The W S A V market!

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

THE Amazing DICK GILBERT

It will probably AMAZE you to learn that DICK GILBERT, the original singing disc jockey, attracts more listeners* for one solid hour than any of the fine programs offered by the four competing 50,000 watters in the New York Area . . . the world's Number One Radio Market!

5 to 5:15 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	***3.7***	***20***
Key Net Station A	3.0	17
Key Net Station B	1.3	7
Key Net Station C	1.3	7
Key Net Station D	1.0	6

5:15 to 5:30 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	***3.7***	***22***
Key Net Station A	3.0	18
Key Net Station B	1.0	6
Key Net Station C	1.3	8
Key Net Station D	1.0	6

5:30 to 5:45 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	***3.3***	***16***
Key Net Station A	3.3	16
Key Net Station B	1.3	6
Key Net Station C	1.0	5
Key Net Station D	1.7	8

5:45 to 6 p.m.	Rating	% of Listeners
DICK GILBERT...WHN	***3.3***	***17***
Key Net Station A	2.3	12
Key Net Station B	1.3	7
Key Net Station C	.7	3
Key Net Station D	2.0	10

DICK GILBERT constantly AMAZES sponsors with his uncanny sales-ability. AMAZING results are habitual with the AMAZING DICK GILBERT.

For complete AMAZEMENT, wire or call today.

*Pulse of N. Y. Aug. 1945

WHN

50,000 WATTS • NEW YORK

Represented by RAMBEAU

METRO-GOLDWYN-MAYER—LOEW'S AFFILIATE

Air Express

Now Serves

all major U.S. towns and cities *direct* by air — with fastest *air-rail* service to more than 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

FOR FASTEST DELIVERY, phone for pick-up of your shipment as early in the day as possible. Early shipment often means same-day delivery to points from 500 to 1,000 miles away.

RATES REDUCED. Express rates today are an average of 10½% less than prewar, making it a better business buy than ever.

AIR MILES	2 lbs.	5 lbs.	10 lbs.	25 lbs.
250	$1.04	$1.35	$1.57	$2.63
500	$1.11	$1.52	$2.19	$4.38
1000	$1.26	$2.19	$3.74	$8.75
2500	$1.68	$4.20	$8.40	$21.00

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

AIR EXPRESS — GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Dilley

(*Continued from page 23*)

Sept. 18, 1945

Robert K. Richards,
Broadcasting,
Press Bldg., Washington, D. C.
PERRY DILLEY 728 MONTGOMERY STREET AN ARTIST UNDERSTAND PUTS ON PUPPET SHOWS.
MURPHY

Sept. 18, 1945

Mr. Perry Dilley
1528 Pacific Ave.,
San Francisco, Cal.
HARRY BANNISTER, WWJ, DETROIT, HAS FORWARDED TO BROADCASTING MAGAZINE CORRESPONDENCE BETWEEN HIMSELF AND YOURSELF. INTERESTED KNOWING FOR STORY WE ARE HANDLING ON YOUR AMUSING AND PROVOCATIVE COMMENTS ON RADIO WHETHER YOU ARE SAME PERRY DILLEY WHO IS PUPPETEER FORMERLY OR NOW RESIDING 728 MONTGOMERY STREET. WILL YOU REPLY RETURN WIRE COLLECT. THANKS.
ROBERT K. RICHARDS

Sept. 18, 1945

Robert K. Richards,
Broadcasting Magazine
Wash., D. C.
YES I AM THE PUPPETEER YOU MENTIONED
PERRY DILLEY

KFMB Sells SAN DIEGO

CONCRETE AND STEEL

Permanent stuff . . . that's what we're built of in San Diego . . . that great, busy exclusive market of 373,500 civilians who make up our metropolitan area . . . within 15 miles of our antenna. They're easy to reach . . . ONLY if you approach them from within! KFMB can do it for you!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

THIS . . . is Edward R. Murrow, CBS European manager and top commentator, as he greeted Helen Hayes at the cocktail party given in her honor by CBS at the Hotel Carlton, Washington. Miss Hayes has just started a new series on CBS, 7 p.m. Saturday sponsored by Textron. Mr. Murrow was on brief leave from his European duties. Arthur Church, president of KMBC Kansas City, is in background.

WBKB Expands

WBKB Chicago television station will expand its broadcasting facilities by remodeling space in the State Lake Bldg., formerly occupied by the U. S. Navy radar school. Plans are now being made to convert the space for studio audience programs and large production broadcasts, according to WBKB officials. Coincidental with the signing of the lease by Balaban and Katz, station owners, is the announcement that William E. Eddy, recently discharged from the Navy as head of the radar school, will return to WBKB in charge of production. Mr. Eddy is now in New York with John Balaban conferring with Paramount and Allen B. DuMont Labs. for purchase of new television equipment and negotiations with the motion picture company for television rights to screen productions, some of which, it is reported, will be filmed so that they can be presented in episodes for television broadcasts.

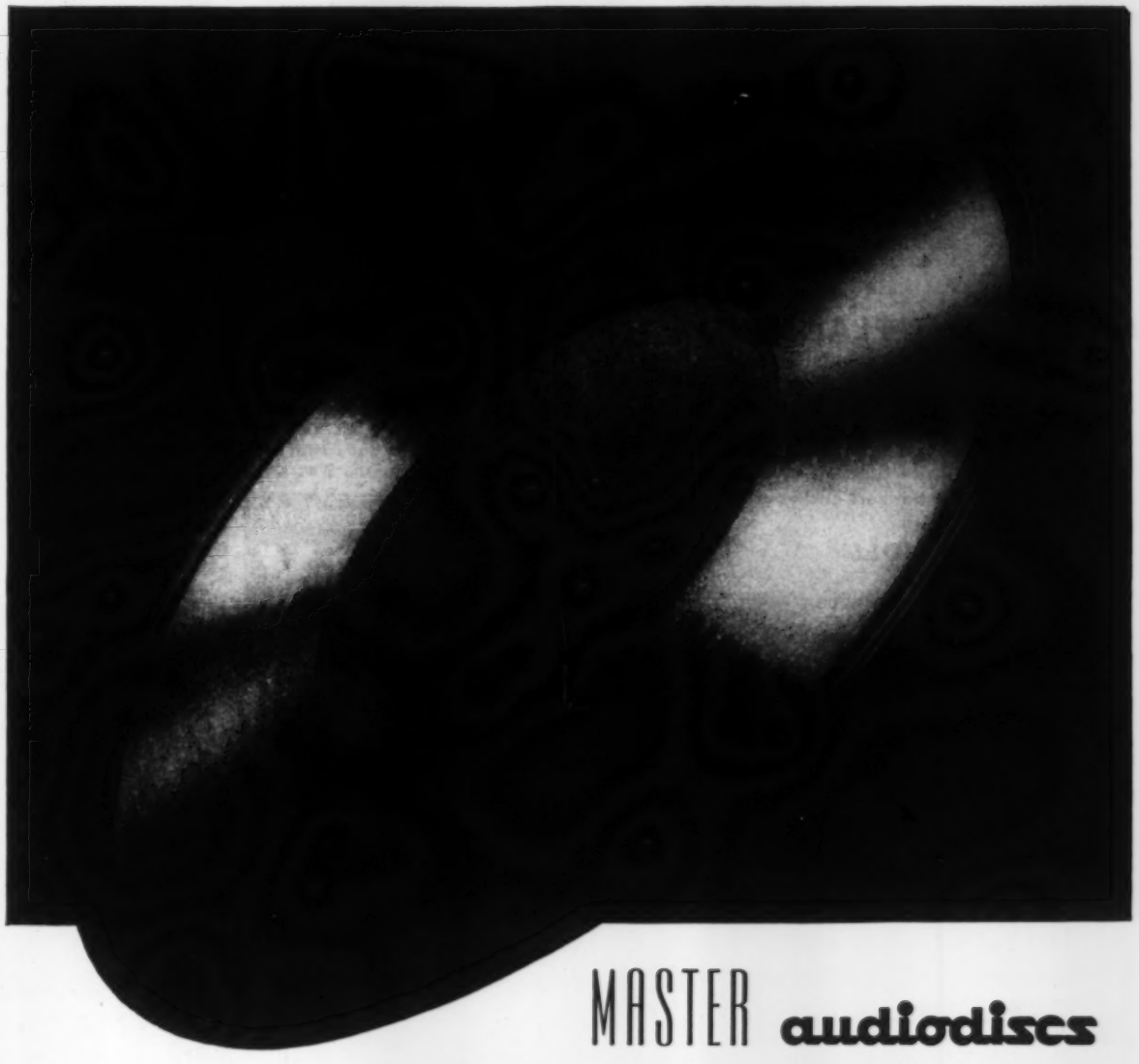
AFTED 65 years of operation under the name of Detroit White Lead Works, the corporate name of the organization has been changed to Rogers Paint Products. There will be no change in personnel or organization. There are extensive plans for expansion.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York



MASTER audiodiscs

The excellence and consistent quality of Master Audiodiscs gained wide acceptance for them prior to the war. Now, the demand for these recording blanks, from which pressings are made, has increased more than fourfold. And here are a few of the reasons:

1. They give fine results with either the gold sputtering or silvering process.
2. Like regular Audiodiscs, the thread throws well, and there is no annoying static.
3. Cut under good recording conditions there is no audible "background scratch"
4. It is easy to ship them safely from recording studio to processor.
5. Especially important—there is no increase in surface noise from recording time to processing—be it a few minutes or many months.

Master AUDIODISCS are manufactured in three sizes on stretcher leveled No. 2 aluminum recording sheet—12", 13¼" and 17¼" for 10", 12" and 16" pressings.

AUDIO DEVICES, INC.

444 MADISON AVENUE NEW YORK 22, N. Y.

they speak for themselves **audiodiscs**

TO ASSIST CORPORATIONS:

To secure additional capital

To merge with or purchase other businesses

To sell one or more divisions of their businesses

To solve all their financial problems.

•

MANAGEMENT PLANNING'S

Fiscal Counsel

In cooperation with your bankers and your attorney

PROVIDES

The Unique Service of a Staff of Experts Specializing In—

1. Finance
2. Corporate taxes
3. Estate planning
4. Financing by insurance companies
5. Engineering
6. Economics
7. Negotiation
8. Washington relations

All Welded Together Into One Complete, Correlated and Harmonious Mosaic

IT ALSO ASSISTS: 1. Managers who wish to become owners or part owners, and

2. Stockholders who wish to change unmarketable holdings into readily marketable securities.

MANAGEMENT PLANNING, INC.

20 Pine Street **New York 5, N. Y.**

McCann-Erickson Adds To Minneapolis Staff

SIX new members have been added to the Minneapolis staff of McCann-Erickson Inc., Jackson Taylor, vice-president and manager, announced. The appointments are Algot Swanson, account man; William Nordquist, traffic department; Karl Vollmer, copy department; Vance Higgs Jr., associate director of public relations; Monte Johnson, art department, and William Cragie, production department. The latter four are former servicemen.

Don Allen, with the agency's art staff for two years, has been promoted to assistant art director. Mr. Swanson formerly was in the Minneapolis office of BBDO and Mr. Higgs was affiliated with H. W. Kastor & Sons and KMOX St. Louis. Former copywriter with Young & Rubicam, Mr. Vollmer spent three years in the Army writing radio shows for the War Dept.

THE VOICE OF MISSISSIPPI

WJDX

5 000 D
1,000 N

JACKSON

N. B. C.

Mississippi's Curve Continues UPWARD

Crops are growing tall—pine forests rising green—tall oil derricks daily increasing—and construction in Mississippi, at the half-year point, showed an increase of 148 per cent over the same period in 1944!

WJDX — the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing, improving market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

INTERVIEW following release from Jap prison was given by Gen. Jonathan M. Wainwright to Capt. Bernard C. Kelly, attached to Headquarters USAF, Middle Pacific, PRO. NBC carried shortwave broadcast. Capt. Kelly was Schwimmer & Scott producer in Chicago.

S-C Radios Out

FIRST civilian radios, plastic table sets, to roll off the assembly lines of Stromberg-Carlson, Co., Rochester, N. Y., since Pearl Harbor, are being distributed throughout U. S. and Hawaii this week. Large-scale production of radio-phonograph combinations got underway last week as Dr. Ray H. Manson, Stromberg-Carlson president, declared his firm will enter its greatest production schedule. Construction on a $300,000 addition to Stromberg-Carlson factory has begun and work is expected to start within 90 days on Rochester Radio City, to house WHAM, WHFM and television station of manufacturing firm.

Third Wanamaker Show

JOHN WANAMAKER, Philadelphia department store, has purchased another program on WIBG Philadelphia. Latest series is a daily women's program featuring Zella Drake Harper, Monday-Friday 2:30-2:45 p.m. starting Sept. 24. Miss Harper is director of women's programs on WIBG. Other Wanamaker shows now on WIBG include a series of organ music from the Grand Court of the store, and 20 station breaks daily.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WTAM ... of the PEOPLE ... by the PEOPLE ... for the PEOPLE

WTAM is close to the people. About twenty five per cent of its time is given to *public* service features. Clubs, community gardens, churches, schools and civic projects look immediately to WTAM for cooperation ... and *get* it. It is this close and constant association with the PEOPLE that gives WTAM a greater percentage of listeners than any other Cleveland station,

***MORNING ... AFTERNOON and EVENING.**

**Hooper Listening Index ... June-July 1945*

SALT and PEANUTS ... *down to earth daily on* **WTAM.**
Personal appearances nightly over **WTAM's** *primary area*

FIRST in CLEVELAND
WTAM NBC
50,000 watts
Represented by NBC SPOT SALES

LEE GORDON, TOM MANNING and CHET ZOHN of WTAM
"front" for Ringling Bros. calliope

Cited for "courtesy" by **WTAM, Mrs. CLARA FIELDS**
wins "Truth or Consequences" Award

Sound effects from **IN ANOTHER WORLD ...**
drama series by Western Reserve students

Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco

RADIO'S TESTING TIME IS NOW

CBS's Murrow Visualizes Broadcasting As 'Mirror' for Truth of World

Following is Sept. 16 broadcast of Edward R. Murrow, chief of CBS's European Bureau, delivered over CBS while in this country on leave.

I HAVE been listening to the radio. Some of what I hear I don't like. Maybe you feel the same way. But there is something altogether unique about this American system of broadcasting. There is nothing quite like it anywhere else in the world . . . and that is because this country isn't like any other country in the world. I believe that what comes out of the loudspeaker is the most honest and accurate reflection of what goes on in a nation. . . .

Our system is fast, experimental, technically slick . . . it is highly competitive and commercial . . . often it is loud . . . occasionally vulgar . . . generally optomistic . . . and not always right. But the man who is wrong has his chance to be heard. . . . there is no conspiracy to keep the listener in ignorance and government does not guide the listening or the thinking of the people.

Volume Is Not Authority

The presence of a microphone does not guarantee objectivity, often it endangers humility . . . a loud voice which reaches from coast to coast is not necessarily uttering truths more profound than those that may be heard in the classroom, bar or country store. . . .

You have a broadcasting service which is more varied than any in the world . . . less subject to government control. It has reached out to the far corners of the world to bring you news of the greatest mass adventure in the history of this nation. Those of us who have been engaged in that aspect of radio are fully conscious of the inadequate job we have done . . . for words are puny things and a poor substitute for personal experience.

Power of the Medium

But it is my opinion that the future will present even greater problems. In vast areas of the world liberty has become a luxury . . . here in this country we have many luxuries . . . and we have great power . . . and our only hope of using that power with wisdom and tolerance is that the people shall be informed . . . informed of affairs here at home and abroad.

During the last nine years, I saw something of what radio can do when it is used to tell the people what to think, when it is used to dull the critical faculties . . . when the right to listen is denied.

If you doubt that radio is a powerful medium you should see how it can warp men's minds when it becomes an instrument of national policy.

I do not believe that American radio is perfect. But I am persuaded that the listener in this country is better served than is the listener in any country with which I am familiar.

I believe that radio in a democracy must be more than an industry, more than a medium of entertainment, more than a source of revenue for those who own the facility. Radio, if it is to serve and survive . . . must hold a mirror behind the nation and the world . . . if the reflection shows racial intolerance, economic inequality, bigotry, unemployment or anything else . . . let the people see it, or rather hear it. The mirror must have no curves and must be held with a steady hand.

One of the oldest things about radio is its reputation of youthfulness. I have seen many very young men age rapidly during the last few years, because they were engaged in a most serious and testing undertaking.

I believe that the testing time for broadcasting and broadcasters is just beginning and youth was never acceptable as an excuse for those who flinched when the going was tough.

And now with Norman Corwin's permission, I shall go back to listening to the radio. So far, I find it interesting, entertaining and at times, encouraging.

Guild Thanks KSD

THANKS of the St. Louis Newspaper Guild (CIO) and the Inter-union Conciliation Committee went to KSD for its "fair and objective" presentation of news about the recent St. Louis newspaper strike. KSD is owned and operated by the *St. Louis Post-Dispatch*, one of the papers involved in the strike. "May I congratulate you and the members of your staff upon the attainment of such a high degree of journalistic objectivity," wrote Adolph J. Rahm, president of the St. Louis Newspaper Guild in a letter to KSD.

CORRECTION

In the August 27th issue of this magazine the copy for the first paragraph of our 2-color, full page ad stated: "Mark up another jackpot for the WNAX *Sunday-Get-Together.* Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. Cost, $75 a broadcast or $525 total. *Sold,* more than $10,000 in merchandise . . . including 451 raincoats at $2 each, 1221 pairs of army shoes at $4 each; and 222 army pup tents at $20 each. *Advertising Cost,* less than ½ of 1 per cent."

And proving that the advertising profession is always on its toes . . . we were called from far and near on our percentage figure. We stand corrected, gentlemen; our copy should have read: *ADVERTISING COST, 5¼ PER CENT.* Guess we'll just have to blame it on some gremlin that moved our decimal point over one notch too far.

It's still a whale of a success story; $525 of program time selling $10,000 in merchandise "DIRECT" at an advertising cost of 5¼ per cent. That's certainly hitting the *jackpot* in anybody's language.

YANKTON
SIOUX CITY

WNAX

REPRESENTED BY
KATZ AGENCY

AP

WPDQ, Jacksonville, Florida

"That Telescript, 'Washington Today' is a good broadcast . . . already sold."

Robert R. Feagin,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

XUM

IN TUBE MANUFACTURE ALL SMALL DETAILS ARE LARGE TO *Federal*

From slender filament to anode block . . . *all* tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals . . . after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten . . . they all are subjected to the same exclusive treatment and put through the same searching scrutiny . . . assurance that only the finest materials go to make up Federal tubes.

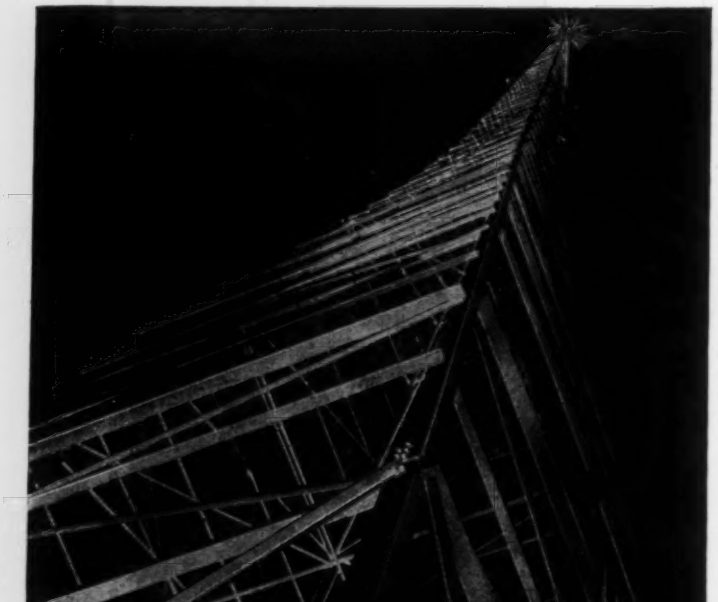
This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power . . . they have a reputation that is deserved because they are *built to stay.*

Federal always *has* made better tubes.

FEDERAL TELEPHONE & RADIO — FTR

AN IT&T ASSOCIATE

Newark 1, N. J.



TONIGHT

BLAW-KNOX speaks to you over the air

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with *Blaw-Knox Radio Towers.*

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range . . . It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

BLAW-KNOX vertical RADIATORS

WILLS RECUPERATES FROM HEART ATTACK

COMMISSIONER William H. Wills of the FCC is recuperating at his Washington apartment following a heart attack suffered earlier in the month. The attack was a recurrence of a heart condition suffered two years ago.

Gov. Wills became ill Sept. 6 after he had spent virtually a full day at the Commission calling on members of the staff to acquaint himself with their work. He had covered nearly all of the departments and divisions of the Commission in the new Post Office Building and had over-taxed himself. Gov. Wills' tour caused considerable favorable comment among staff members.

Since then, the commissioner has been confined to his apartment, but his office reported last week that he is well on the road toward recovery and is expected back at his office shortly. Chairman Porter called on him Sept. 15 and reported to his colleagues that he was much improved. Gov. Wills, 63, assumed office at the FCC on July 23 for a seven-year term.

Sets Near Ready

UNITED STATES Television Mfg. Co., New York, expects to release its first postwar radio and radiophonograph sets the latter part of October. Firm is scheduled to have its television sets on the market sometime in January. Company's president is John S. Hoge of Huber Hoge & Sons, advertising agency.

"You can SPOT IT in a minute"

ASK JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Fletcher Joining Scott Law Firm

Mr. Scott

Mr. Fletcher

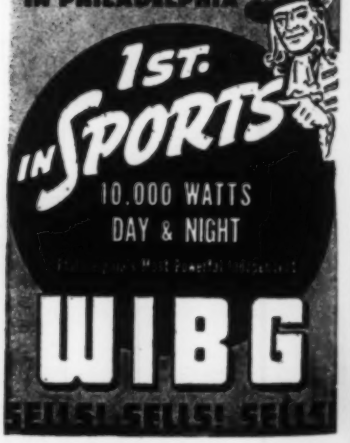
FRANK D. SCOTT, Washington radio attorney, last week announced that Frank U. Fletcher, former FCC attorney, has become associated with him in his law practice. Mr. Scott, congressman from Michigan from 1915 until 1927, has specialized in radio practice since his retirement from Congress.

Mr. Fletcher, a native of North Carolina, joined the FCC law staff in 1934, remaining until January 1939. He was engaged in practice before the FCC until 1942, when he joined the staff of the Alien Property Custodian. After being commissioned in the organized reserves of the Army, Mr. Fletcher was called to active duty in September 1942 and served for three years with the Ordnance Department in Washington and San Francisco, working in a legal capacity in connection with ordnance procurement.

Mr. Fletcher graduated from Wake Forest (N. C.) College in 1932 with an LLB degree *cum laude.* He is a member of the North Carolina Bar and has been admitted to practice before the U.S. District Court, Court of Appeals for the District of Columbia and Supreme Court.

Mutual Shift

ADVENT Oct. 1 of new Serutan program, *Letters to Lindlahr,* in 11:45-12 noon spot on Mutual shifts Cliff Edwards five-minute show from 11:55-12 noon to 2:25-2:30 p.m., curtailing Jane Cowl program from a quarter-hour to ten minutes. Edwards is sponsored by Beaumont Labs. on Monday, Wednesday and Friday.



Off-Air Video Show Demonstrates TV

Progress of Service Viewed By WTMJ-WMFM Officials

RESULTS of 750 hours of television experimentation were demonstrated on Sept. 12 to 20 WTMJ-WMFM and *Milwaukee Journal* executives in the first showing of a complete off-the-air television show.

The demonstration, one of a long-range series of projects planned by the *Journal* stations to prepare their staff, advertisers and agencies for the entry of the newspaper-radio management into television, was highlighted by the voluntary organization of a WTMJ-WMFM employes' television club. Staff members worked hand in hand with engineers, participating in building programs, production and even handling technical equipment, during off duty hours.

Telecast to Studio

First show, lasting 45 minutes, was produced and directed entirely by WTMJ-WMFM staff members and was telecast from Radio City television studio and transmitted to a receiver located in a separate studio. Nine acts were presented without interruption, representing different types of possible television entertainment and public service programs.

The Radio City Television Club is composed of 35 WTMJ-WMFM staff members representing all departments of the W. J. Damm stations. The club idea was originated by staff members and the *Journal* cooperated in providing the Radio City television studio and equipment for experiments. First program meeting of the club featured a television skit, with members acting, announcing and handling production and technical details. The *Journal* plans to extend its demonstrations to public groups, but no actual transmission will be put on the air until a program schedule has been perfected which will justify the average Milwaukee family's investment in a receiving set.

DONATED radios are repaired for use at Army hospital by (l to r) Karl O. Wylie, general manager of KTSM El Paso, Willard Kline, commercial manager, and Virgil Hicks, program director. They have collected 100 of the sets themselves and repaired another 150 at home workshops.

Beer Periods

SCHOENHOFEN Edelweiss, Chicago (Edelweiss Beer), is all set on three of the four periods they were reported contracting for [BROADCASTING, Sept. 10]. On WENR Chicago sponsor starts *Edelweiss Hour Glass*, a variety show with commentary, beginning Sept. 19. Program will be heard Wed. 8:30-8:55 p.m. CWT and 10 to 11 p.m. CWT Sunday. Show will feature records and comment starting Sept. 23. On WBBM Chicago *Grand Jury*, informative program based upon actual cases, started Sept. 15 and to be heard Saturday 10:15-10:45 p.m. CWT. Deal is not yet set with WMAQ on the 11:15 to 12 midnight period. All contracts are 52 weeks through Olian Adv.

CJBC to 50 kw

CJBC Toronto, 5 kw key station of CBC Dominion network, is to be increased to 50 kw during 1946, it was announced following Sept. 15 meeting of CBC board of governors at Montreal [BROADCASTING, Aug. 20]. This will give Toronto two CBC 50 kw stations, CBL and CJBC, and will necessitate CJBC moving from present 1010 kc location which it shares with CFCN Calgary, 10 kw; WINS New York, with construction permit for 50 kw; KLRA Little Rock, 10 kw; and KWBU Corpus Christi, 50 kw. While no definite frequency has been announced, it is reported CJBC will move to 860 kc, now held by CFRB Toronto with 10 kw, and shared with KTRB Modesto, Cal., with 1 kw, and WSON Henderson, Ky., with 500 w.

THANKS, VARIETY— AGENCIES AND AUDIENCE THINK HERSON IS FIRST TOO!

Bill Herson's "COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

. . . so says VARIETY

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC . . .

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

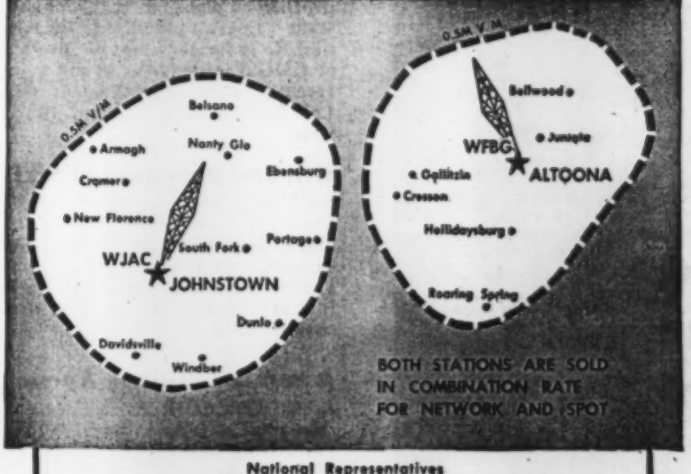
Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON WRC

Represented by NBC SPOT SALES

WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Inter Latin American Broadcasting System
P. O. BOX 1224 MEXICO, D. F.

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

Eau Claire Dream

LORAIN and Warren Isaacs had a favorite song during their marital days. It was "Deep in a Dream". But they drifted apart and last year were divorced. Recently they happened to meet in Cumberland, Wis. At that crucial moment a nearby radio pealed forth with "Deep in a Dream", coming from WEAU Eau Claire. The Watsons were brought together, and wrote WEAU about it. WEAU sent them a special recording of the number and hoped they would live happily ever after.

Aid Acknowledged

TIME valued at $15,000 was donated by WBOW Terre Haute for 291 broadcasts presented by Indiana State Teachers College during the academic year 1944-45, according to the annual report of Dr. Clarence M. Morgan, director of ISTC's radio division. On behalf of the college, Dr. Morgan expresses appreciation to Lt. Martin Leich, manager of WBOW, on leave to the Navy, to George Jackson, present manager, Leo Baxter, program director, and other members of WBOW for their cooperation. Staff of the ISTC radio division, in addition to the director, consisted of Wanda Ramey, Marian Snyder, Marjorie Wheat, Mrs. Patricia Young, and Will R. Davies, student assistants, and Virginia Harrell, secretary.

New Net Studios

ASSOCIATED Broadcasting Corp. is leasing space for Hollywood headquarters at 6000 Sunset Blvd. According to Van C. Newkirk, West Coast vice-president, two-story building is being remodeled to house recording facilities and an audience studio. Occupation is expected within 45 days. Dick Ross, released from AAF, has been named production manager to coordinate West Coast production activities. He is former program director of KMO Tacoma, Wash., and more recently night supervisor of Don Lee Broadcasting System, Hollywood.

Gill and Freeman to S&H

SAM GILL, research director of the Biow Co., has joined Sherman & Marquette, New York, in the same capacity. Also new to S & H is Stanley Freeman, appointed assistant art director. He was with Hirshon-Garfield.

Kenmuir Joins Agency

R. C. KENMUIR has joined the sales staff of O'Brien Gourlay Ltd., advertising agency of Vancouver, B. C. Mr. Kenmuir served overseas with the Royal Canadian Air Force as Squadron Leader with the Demon Squadron.

RAY ELLIS JOINS RAYTHEON AS V-P

RAY C. ELLIS, former director of the WPB radio-radar division, has been appointed vice-president of Raytheon, New York. From 1930 to '41 he was with General Motors Corp., becoming general manager of the Delco Radio division in 1936. He joined WPB (then OPM) in 1941 to start the mobilization of radio and radar production facilities.

Mr. Ellis

In 1942 he was named director of the WPB radio and radar division. In addition, he made extensive trips to England and Russia, assisting those countries in scheduling and producing electronics equipment. Recently, Mr. Ellis was chairman of the Foreign Economic Administration Committee to suggest plans for the demobilization of German electronics manufacturers, and also was associated with Johns Hopkins U. in production of highly classified military apparatus.

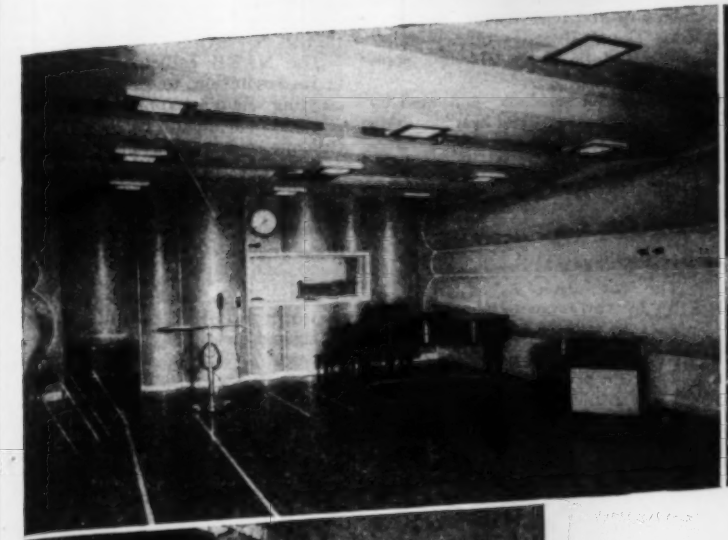
Series Kick-off

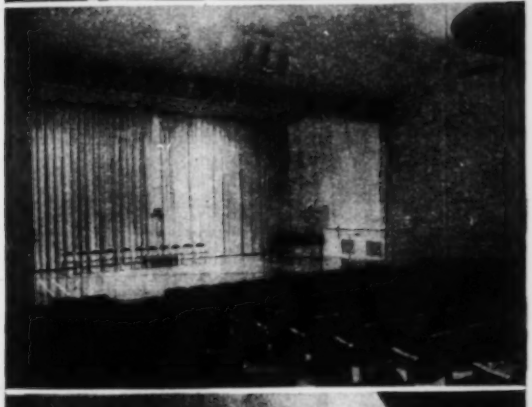
SPECIAL kickoff broadcast of the World Series from hotel suite of Baseball Commissioner Chandler has been scheduled by Mutual on eve of first game, Oct. 2. During the broadcast Ford Frick, National League president; Will Harridge, head of American League; Sen. Chandler; J. P. Spang Jr., president of Gillette Safety Razor Co., Boston, sponsor of series broadcasts; Edgar Kobak, president of Mutual, and managers of winning ball clubs will be interviewed.

Mrs. Pressly Appointed

HARRIET PRESSLY, director of public service programs for WPTF Raleigh, N. C., has been appointed North Carolina state chairman of the Association of Women Directors, NAB. She succeeds Marvel Campbell, of WAIR Winston-Salem. Mrs. Pressly is the originator of and commentator on *We the Women* program on WPTF.

Practical Pioneering
IN ACOUSTIC CONTROL





Installation of our studios is an achievement that gives us the largest and best equipped facilities and production acoustics in the South. When we built our new studios, more than four years ago, poly-cylindrical diffusers as dispersive elements in acoustic control were installed, making us pioneers in practical use of them. Ever since the first hour WFAA's signal went out from a 50-watter, down through the present days of 50,000 watts, we've been utilizing every new and practical advancement in radio to give our listeners the clearest reception every minute we're serving them. And, with FM coming along, we'll be 'way up front on programs with our advanced facilities.

Being first in use of poly-cylindrical diffusers as dispersive elements in studio acoustical control, was the practical application of an arrangement and development of Dr. C. P. Boner, of the University of Texas. Dr. Boner designed our studios and his radically-improved arrangement makes them more "live," with greater frequency response, and with reproductions more natural sounding.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 K.C. . . . 50,000 WATTS . . . A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by THE DALLAS MORNING NEWS

Wheeler

(*Continued from page 16*)

Foreign Commerce Committee is not expected back at his office until Oct. 1. Rep. Lea on numerous occasions has expressed a need for new radio legislation, particularly in view of the Supreme Court decision of May 10, 1943, which upheld the network regulations and found that the Commission has control not only over traffic on the air, but the "composition of that traffic".

The FCC, in the Crosley-Avco transfer opinions, sought Congressional action empowering it to exercise jurisdiction over prices in transfer of stations; proposes new procedure which would open offerings to all comers with the transferee to be selected by the FCC, and suggests that Congress should determine whether licenses should be granted to corporations with extensive holdings other than broadcasting.

Mrs. Roosevelt Series

MRS. FRANKLIN D. ROOSEVELT will be featured in a package show created by Frank Cooper, New York, if negotiations now in progress are successfully concluded. Program will be broadcast on a national network. Announcement is expected in about two weeks.

The Shreveport picture is changing fast!

THERE'S A NEW, VITAL FACTOR IN SHREVEPORT THAT . . .

KTBS

DEMANDS THE CONSIDERATION OF THE ASTUTE TIME BUYER

Keep your eye on KTBS

JOHN C. McCORMACK, Managing Partner
LESLIE H. PEARD, JR., Commercial Manager
National Representative
EDWARD PETRY & CO., INC.

NAEB Urges FCC to Weigh Public Service vs Coverage in AM Licenses

A RESOLUTION calling for consideration of the educational broadcasters' service to the public where conflict exists with AM stations' "secondary" areas was drawn up for submission to the FCC, by members of the National Assn. of Educational Broadcasters, meeting at the LaSalle Hotel, Chicago, Sept. 17-18.

The closed sessions conducted by NAEB also featured a discussion of means to purchase surplus electronic and radio communications equipment from the Surplus Property Board, with representatives of GE and RCA as guest speakers.

Public Service Foremost

The resolution asked that the FCC, in its review of evidence submitted at the forthcoming clear-channel hearings, consider the "unique public services rendered by the educational and non-profit radio stations of the country".

The association asked the FCC to make future AM allocations on the basis of service rather than power, along lines similar to FM allocations. Powerful stations, it contended, provide no public service in isolated areas far beyond their primary areas and educational stations on the same frequencies are seriously discriminated against when forced to suspend operations during evening hours.

The resources of America's leading educational institutions should be available to all, the NAEB declared, yet broadcast facilities of these stations at present "are so limited in terms of power, frequency and hours of operation" that only a "portion of the available service is being broadcast".

The NAEB called on the FCC, in its resolution, to revise rules regarding clear channel operation.

"Revision should be such that fulltime operation, sufficient power and improved facilities be made possible in order to provide adequate service to listeners in those areas which the educational stations should rightfully service," it concluded.

Frank E. Schooley, assistant director of WILL, U. of Illinois, was re-elected president; Allen Miller, director of KOAC, Oregon State College, vice-president; W. I. Griffith, director of WOI, Iowa State College, treasurer; A. James Ebel, chief engineer, WILL, executive secretary.

Members elected to the executive committee are: Carl Menzer, WSUI, U. of Iowa; R. J. Coleman, WKAR, Michigan State College; M. S. Novik, WNYC New York; John W. Dunn, WNAD, U. of Oklahoma; James Miles, WBAA, Purdue U. and Richard Hull, WOI.

Morris S. Novik, director of WNYC, New York municipal station, said educational stations face their greatest challenge with advent of FM. He advised management of educational stations to convince their institution directors of the need for adequate operating funds or else quit their jobs rather than carry on an unsatisfactory operation.

The FCC, he said, should not grant an FM license if the broadcaster has not done a good public service AM job.

RADIO TRAITORS ARE CONDEMNED

TWO radio commentators who employed the power of radio as a weapon against the United Nations were sentenced to death last week.

They are William Joyce, Brooklyn-born Nazi radio announcer, known as Lord Haw Haw, and Jean Herold-Paquis, chief news commentator for the Paris radio during the Nazi occupation.

Joyce was sentenced to die by hanging in London's Old Bailey Wednesday after a jury of ten British men and two women considered his case for 20 minutes.

The 5-foot-4 defendant, who is 39, claimed as his defense that he was an American citizen. Prosecution said he had gone to Germany originally under a British passport obtained by posing as a British subject.

Herold-Paquis, who once proposed that England would be destroyed "like Carthage," was condemned to death last Monday by a Paris court—convicted on the evidence of his own words: records of discussions broadcast during the Nazi occupation of Paris. He will be hanged.

WMAZ Macon, Ga., fall series of educational programs by Macon Junior League and Rich's Dept. Store, Macon, was announced at luncheon Sept. 14 for school principals and supervisors and similarly Sept. 15 at teachers' luncheon.

YANKEE Network was host at WNAC Boston Sept. 17 to group of 70 executives and representatives of Stop and Shop Supermarkets which is starting new series on regional network. Preview of program was presented.

50,000 WATTS CBS

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE J. L. Wilson STATION

NAB to Get Plans For Radio Course

RADIO News Committee of NAB, meeting jointly with the NAB Council on Journalism in Chicago Sept. 17-18, adopted several resolutions regarding college courses on radio journalism which will be submitted to the NAB for adoption, providing they seem feasible after a waiting period, according to Arthur Stringer, NAB public relations director.

Meeting at the Palmer House, the committee included: E. R. Vadeboncoeur, vice-president of WSYR Syracuse, as chairman; A. A. Fahy, general manager, KABR Aberdeen, S. D.; Arthur Kirkham, vice-president, KOIN Portland, Ore.; Chet Thomas, manager, KXOK St. Louis; H. Quentin Cox, assistant manager, KGW Portland, Ore.; Bill Ray, NBC, subbing for Bill Brooks, news and special events director of NBC New York; Everett Holles, news director of CBS Chicago, subbing for Paul White, CBS New York, and Karl Koerper, vice-president and general manager, KMBC Kansas City.

New Stations Granted In Mississippi, Nevada

ACTING under its Aug. 7 policy of granting stations in communities without primary service, the FCC last Thursday approved applications for outlets in Boulder City, Nev., and Macon, Miss.

The Boulder City station will operate on 1450 kc with 250 w unlimited. It will serve 7,000 persons at night, 15,000 daytime. Licensee is Boulder City Broadcasting Co. The Macon grant is for 1400 kc 250 w unlimited, serving 2,820 persons at night, 20,187 daytime. Licensee is Mississippi Broadcasting Co.

Harrison Rejoins AT&T

MAJ. GEN. WILLIAM H. HARRISON has rejoined American Telephone & Telegraph Co. as vice-president in charge of operation and engineering, post he held prior to 1940 when he was granted leave of absence to become head of WPB production division. In 1942 he entered the Army as brigadier general, subsequently becoming major general in charge of the Signal Corps Procurement and Distribution Service. Mark R. Sullivan, former vice-president of Pacific Telephone & Telegraph Co., who has held Gen. Harrison's position during his absence, becomes president of the four Chesapeake & Potomac Telephone Companies serving Maryland, District of Columbia, Virginia and West Virginia.

Call Letter Changes

WSTN, new outlet in Staunton, Va., was given FCC permission Sept. 18 to change its call letters to WTON. WCLS Joliet, Ill., was granted right to change its designation to WJOL.

'Yearbook' Estimate of 1944 Revenue Only 0.9% From Figure Given by FCC

(*See table on page 59*)

TOTAL time sales for major and regional networks and 875 broadcasting stations during 1944—with agency, representative and other commissions classified as sales expense—amounted to $287,642,747, according to the FCC's annual industry report [BROADCASTING, Sept. 17].

This figure compares with an estimate of net time sales by BROADCASTING of $285,100,000 for the year, published in the BROADCASTING 1945 *Yearbook*, a differential of 0.9%. The *Yearbook* estimate was computed last January.

In accordance with industry practice, agency and representative commissions are considered sales expense in the *Yearbook* compilation. The FCC presents its net revenue figure ($246,339,532) with sales expense deducted. In industry practice, sales expense is treated just as program, technical or other normal business expense. In other words, net time sales are defined in the industry as gross billings less frequency and other promotion discounts.

In the Sept. 17 BROADCASTING it was implied that the *Yearbook* estimate was almost 40 million dollars above the FCC figure. Actually the difference amounted to only $2,542,747.

WABD OFF THE AIR DURING TRANSITION

WABD, DuMont video station in New York, will go off the air from Sept. 20 to Dec. 15 while shifting its telecasts from the old Channel 4 (78-84 mc) to the new Channel 5 (76-82 mc). Permission for the move was granted WABD last week. About eight weeks will be needed to complete changes in antenna and transmitter, with the remainder of the time used for field tests before resuming commercial operation on the new channel.

During this latter period also, DuMont is making arrangements to assist set owners in retuning receivers. Company hopes to complete the installation of three studios in the John Wanamaker Department Store, New York, during the shutdown period, so that when telecasts are resumed, both these new studios and the present DuMont studios can be used.

West Coast Radio Groups Meet for Joint Session

MORE than 100 Oregon-Washington broadcasters and members of their families attended Sept. 13-14 joint session of the Oregon and Washington Broadcasters Assns. at Gearhart, Ore., which featured talks on current equipment situation by Jim Wallace of Graybar Electric Co., Jack Frost of RCA and Frank P. Barnes of GE.

Meeting was presided over by Glenn McCormick, general manager of KSLM Salem, Ore., and president of the Oregon Assn., and Tom Olsen, owner-operator of KGY Olympia, Wash., who is Washington Assn. president.

IT&T Finance Report

INTERNATIONAL Telephone & Telegraph Corp. had a consolidated net income of $4,231,278 for first half of 1945, compared with $4,735,122 for same 1944 period. Gross earnings of company were $27,394,693 this year as against $26,180,346 for last. Col. Sosthenes Behn, president, in letter accompanying financial report to stockholders, said that six-month results "are not usually indicative of results for a full year, particularly since several of the dividend-paying subsidiaries ordinarily declare all or a major portion of their dividends in the later months of the year."

DO'S, DON'TS LIST PUBLISHED BY OWI

PENDING adoption of a definite plan whereby Government announcements for broadcast would be channeled through one source, Government agencies last week received, as a parting gesture from an Office of War Information official, a list of "Do's and Don'ts" in preparing copy for radio time.

Harry Levin, New York regional chief, Station Relations Division, OWI Domestic Bureau, prepared the list on request of several agencies whose copy had been handled by OWI during the war.

1. Don't submit spot announcements that are lengthy and indefinite. A poll of stations revealed that spots of 30-seconds or under, are more readily accepted.

2. Don't submit copy a day or two before you want it aired. Stations should receive copy a week in advance of broadcast.

3. Do include *all* specific and accurate information in your copy.

4. Remember—all radio programs are not coast-to-coast. Localize your copy to the individual town or community.

5. In requesting periods of time other than spot announcements, remember that 5-minute slots are more easily available than 15-minute programs. Interviews, skits, roundtable discussions or even speeches can be very effective in 5 minutes—short and to the point. Prune information to the essentials, but keep it alive, amusing, exciting and interesting. Nothing loses a radio audience quicker than a dry and redundant script.

6. Do weigh carefully your requests for radio time.

7. Avoid submitting for sustaining broadcast any campaign that could be handled commercially. Often a campaign may be suited for commercial sponsorship.

CAB to Inaugurate A Speed-Up System

COOPERATIVE Analysis of Broadcasting has announced a new speed-up system in City Reports which reputedly eliminates much of the delay in checking, editing and printing of large reports. Data are released city-by-city immediately upon calculation of returns. A combination binder and fileholder is provided for each set of bi-monthly reports, and each city analysis is on a single loose page.

The 12 individual city reports forming the first release include representation in all nine standard U. S. census geographic areas, all of the four city size groups representing cities of 50,000 and over and also include cities of two-network, three-network and four-network opportunity.

Cities covered in the initial issue are: Boston, Pittsburgh, Washington, Wilmington, Jacksonville, Milwaukee, St. Louis, Duluth, Birmingham, Little Rock, Denver and San Francisco. CAB City Reports will be issued six times yearly on the 81 CAB cities.

* * *

U. S. Shows Lead

AMERICAN NETWORK shows led in popularity in the first fall national evening rating report of Elliott-Haynes Ltd., Toronto. September reports show a big increase in sets in use with most popular show *Radio Theater*, with a rating of 22.6, showing 35.1 sets in use rating. *Charlie McCarthy and Edgar Bergen* came second in popularity with a rating of 21.2, and the remainder of the ten most popular programs with Canadian listeners were *Victor Borge* show, *Bing Crosby Music Hall, Treasure Trail* (Canadian origination), *Radio Reader's Digest, Album of Familiar Music, Waltz Time, Green Hornet* (Canadian origination), and *Big Town*.

* * *

Sponsor Identity

HIGHEST sponsor identification index, 87.1 on the Sept. 15 Hooper Report, goes to *Take It Or Leave It*. Wayne King has the highest listeners per listening set, with 3.02. Average evening audience rating is 6.4, up 0.3 from the last report, down 0.4 from a year ago. Average evening sets-in-use hit 22.5, an increase of 1.1 over the last report, 0.5 less than a year ago. Average evening available audience is 72.1, an increase of 3.2 from last report, decrease of 0.2 from a year ago.

FCC Legal Promotions

TWO appointments in the Legal Department were announced Thursday by the FCC. Hugh B. Hutchinson is promoted to chief of the New Broadcast Facilities Section of the department. He joined the FCC in 1935 as junior attorney. Samuel Miller becomes chief of the new FM Facilities Section. He joined the department in 1940. For a period in 1942 he was secretary to Commissioner Wakefield.

WINS

(*Continued from page 17*)

WINS was already set to operate with 50 kw power and had its transmitter installed when former FCC Chairman James L. Fly, acting in his capacity as chairman of the Board of War Communications called upon Hearst Radio Inc. to surrender the equipment to the government for a highly secret war purpose. WINS complied, he said, and the government loaned the station a 10 kw transmitter, promising the first 50 kilowatter which would become available.

Later, Mr. McCabe testified, he was informed by Elmer Davis, former OWI director, that it was the WINS transmitter which was used in connection with the invasion of North Africa and subsequently for broadcasting surrender directions to the Italian Navy, resulting in the fleet steaming into Allied ports.

Mr. McCabe said that factors which entered into the price set for WINS were the possession of a 50 kw permit, operation in a large city with a large market, expenditure of large sums for promotion of operations at 50 kw, and the potential market which 50 kw operation would provide.

He said Hearst was selling a 50 kw station temporarily operating at 10 kw.

Asked whether Crosley had inspected WINS facilities prior to making its offer, Mr. McCabe replied: "Not to my knowledge". He added that he had found that Mr. Shouse "knew more about the station than I did" and had engineering maps, contour data, etc.

Questioned on Price

Questioned as to how he had arrived at a price for the station, he said he had fixed the figure of $2,000,000 in his mind as what he thought the station was worth.

Mr. McCabe related that in the late 20's William Randolph Hearst first decided to acquire radio stations as an adjunct to news distribution. Mr. Hearst recognized at this time, he said, that radio advertising had grown to the point where it supported station operations. Among the stations originally acquired and later sold to bring Hearst in "a more liquid position" were KOMA Oklahoma City, WACO Waco, Tex., KNOW Austin, Tex., and KTSA San Antonio.

He said that at no time was it the intention of Hearst to buy a station for resale. His sole desire was to acquire facilities which complemented newspaper operations, he said.

He said the station sacrificed potential profits in turning over its 50 kw transmitter to the government and read a letter from Elmer Davis which acknowledged the sacrifice it was making and declared it was "impossible for the government to recompense WINS for its potential loss".

Asked for his opinion on the value of WINS as a 10 kw station, he said he has never thought of it as anything but a 50 kw station and could not formulate its value on a 10 kw basis.

Questioned regarding the losses sustained by WINS in its operations, he said it was because of the "unsettled state" of the station resulting from the surrender of its 50 kw transmitter for war use and the necessity to shift operations, first to 5 kw and then to 10 kw. He said the station lost good will when it was not able to go through with its advertised plans to operate on 50 kw.

Independent Appraisal

He said he could see nothing in the contract with Crosley which prevents the puchaser from selling time to any other newspaper besides the *Daily Mirror*, which receives $400,000 in time under the terms of the sale.

Leonard Kapner, general manager, Hearst Radio Inc., and president and general manager of WCAE Pittsburgh, testified regarding FM and television plans of Hearst. He said he was in no position to revise the estimated costs proposed for FM stations planned in New York, Baltimore, Pittsburgh and Milwaukee but thought the estimates were low".

He estimated that the four FM stations and two television stations planned for these cities would involve an outlay of about $2,000,000. He estimated expenditures for Baltimore at $575,000, for Pittsburgh $500,000 to $600,000, and Milwaukee in excess of $600,000. He said New York expenditures would depend on the disposition of WINS.

Edwin J. Ellig, assistant secretary and assistant treasurer, Crosley Radio Corp., testified that Crosley would hire an independent appraiser to compute the value of physical assets of WINS and that when this figure is subtracted from $1,700,000, the balance would be regarded as the good will value of the station.

Operating Company

Questioned by Mr. Marks, he said that Crosley will have one company for operation of stations but that stations will be operated as separate units financially. He said that the equivalent of two months' accounts receivable would be set aside as working capital to operate WINS.

"We don't intend to let WINS continue to lose money," he said in response to questions by Mr. Marks as to how Crosley would charge off losses of the station.

Mr. Shouse testified that Crosley purchased WINS because it wanted to get into the New York market and that acquisition of the station fitted into Crosley plans to reinvest assets acquired from sale of WSAI Cincinnati under FCC duopoly regulations. He said Crosley considered purchase of other New York stations but none of those available appeared to have the potentials of WINS.

Availability of talent in New York and use of this talent for WLW was an important factor in purchase of WINS, he said.

Had WSAI not been sold, we would have been forced eventually to put studios in New York, for Cincinnati programming, he explained. Ability to tap the talent resources of New York for WLW would give WLW a competitive advantage, he added.

Questioned by Mr. Dempsey as to how he reached his decision on the price paid for WINS, Mr. Shouse said that when Powel Crosley, Jr., asked him what would have to be paid for a 50 kw station in New York he was hopeful that he could buy a station for $1,500,000 if he could find "a willing seller". He said he had valued a sister operation to WLW in New York City as worth $150,000 a year. He said the operations of the two stations can complement each other. He explained that material from the WLW Washington bureau could be fed both stations.

Reasonably Good Return

He stated that WINS can be made to earn a reasonably good return in three to five years, but said he did not believe it would be a "big moneymaker". Saying he did not want to reflect on the Hearst management of the station, he explained that Crosley would have the advantage of the supplementary services of WLW and that Crosley would build up

(*Continued on page 78*)

No More Fishing...

for appropriate seasonal music

With the football season rolling around, are you ready with the songs?

When the nation observes the greatest Thanksgiving Day in history, will your musical programs be appropriate?

Will you begin a last-minute search for suitable Christmas music?

★ ★ ★

There'll be NO FISHING FOR MUSIC when you consult the new lists of suggested song material prepared by BMI for these special occasions.

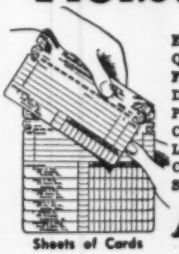
Look for these regular bulletins from BMI. They contain hundreds of timely suggestions to give you a diversified and appealing program for each season or holiday.

This BMI service and many others are yours under your BMI license

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Visible Record (500 Cards) $3.45 Complete

25 Card-Sheets Show FACTS on 500 Cards



Sheets of Cards

Easy
Quick
Flexible
Durable
Portable
Compact
Low Cost
Convenient
Saves Time

Use Cards only. Join together. File sheets of Cards on edge in correspondence folders —Half inch visible margin. Send order. 500 Blank Cards 6x4 inch $3.45—10x4 $5.30 500 Printed Cards 6x4 inch $6.70—10x4 $8.50 Use Visible Indexing, Color Signaling, Visible Tabulation of vital information. Ten years national use. Send no money. Satisfaction Guaranteed.

Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Write for Catalog

Handifax VISIBLE CARD RECORDS

Ross-Gould Co. 339 N. Tenth
ST. LOUIS

ED (*Archie*) GARDNER says:

"DuMONT TELEVISION WILL GLAMIFY DUFFY'S TAVERN"

Star of the new Paramount Picture, "Duffy's Tavern," and the radio program of the same name, sponsored by the Bristol-Myers Co.

"Perish forbid me casting poils before ersters but leave us face it: I'm so enameled by television I clean forgot to hit Duffy for me salary this week. This new art's nutritious! And, incidentally, here's a pernt to remember: we'll be at our superfluous de luxe on DuMont Television."

Yes, Ed, and DuMont's Television Station WABD, New York, is pioneering the pattern of things to come... is helping hundreds of advertisers to pre-test program ideas and "telesale" techniques for peacetime use.

Now is the time to preview *your* product or service on the air! Consult your advertising agency. Visit Station WABD... write our Sales Manager for appointment.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY, TELEVISION STUDIOS AND STATION WABD 515 MADISON AVENUE, NEW YORK 22 N. Y.

DUMONT
TELEVISION
STATION WABD

WINS

(*Continued from page 76*)

the station by allowing returns to stay within the station.

Asked by Mr. Dempsey what value he placed in the WINS frequency and its 50 kilowatt authorization, he said no separate values were placed on separate elements. He said the price paid for WINS will not in any way interfere with the operation of the station. The "only protection for the investment is good operation," he said, adding that adequate finance is available for good operation.

He said that the station that spends the most money will render the best public service. The same principles which have made WLW successful will be applied to the operation of WINS, he added.

He said that Crosley recognized that the length of time it would take to build up WINS would depend on having newspaper facilities available, and that it was this thought that entered into the 10-year agreement with the *Mirror*.

He said that at present Crosley has no intention of changing the rate card of WINS. He explained it would be necessary to live with the station for a while before determining what should be done toward improving WINS. It is impossible, he said, to tell from Cincinnati what 8,000,000 listeners in New York want to hear.

He testified he intended to retain the present operating staff of WINS but said it would take some time to determine what refinements should be made in the personnel of the station. He said Crosley has no plans for network affiliation or operation in New York. FM plans would depend on FCC action on transfer of WINS, he added.

He said that operation of a clear channel station presents many problems. In the main, he said, nothing is presented on WLW which is not of interest to rural as well as Cincinnati listeners.

He explained that if the proper care is given, a station can be operated so that its commercialism is not obtrusive. WLW, he pointed out, is very careful about length and frequency of commercials, adhering to standards which govern networks.

Shouse Cross-Examined

Under cross-examination by Mr. Marks, Mr. Shouse testified that Powel Crosley Jr. first became interested in acquiring a New York outlet at the end of 1943 when the FCC duopoly regulations were adopted, making it necessary to dispose of WSAI and to give thought to reinvesting the proceeds.

Asked how the $550,000 received from the sale of WSAI to Marshall Field would be used in the event the transfer is not approved, Mr. Shouse said the proceeds would be invested in FM and television stations.

Questioned by Mr. Marks on how Crosley intends to put WINS on a paying basis, Mr. Shouse expressed confidence that if a sufficiently good job of programming is done on the station "it will come out all right." He said he would sell more time on the station but does not contemplate an immediate increase in rates.

"Normal" Expectancy

Pressed for details, he said he felt that WINS should yield a return of 10% on its investment in a few years, or a net income of $170,000. To accomplish this, he explained, it would be necessary to do a gross business of $970,000. However, he added, Crosley would not take out $170,000 a year from the station until its sales reached $1,200,000 annually.

The figure of $1,200,000 in time sales, he testified, is based on "normal" expectancy. He was taking into consideration, he said, the probability that broadcast time would not be as easily sold when printed media had more space for advertising.

What would Mr. Shouse do with the station if it didn't make money by three or five years, Mr. Marks asked.

"I would not give up on the station in three years and probably not in five," he replied.

Asked how he intended to raise the revenues of WINS from $400,000 to $800,000 a year, Mr. Shouse said this increase can be achieved by improving the caliber of programs to the point where the listening audience is doubled, resulting in a substantial increase in rates.

He said he "doubted" that he would sell 100% of the time on WINS if advertisers could be found. That's rather a "high" figure, he remarked. He said he thought it "possible" for a station to perform a public service job with a 100% commercial schedule but he said that certain programs cannot be sponsored, such as presidential talks, sermons, and public events.

Increase Commercials

He said that he would increase commercial programs on the station throughout the broadcast day but he does not propose to operate WINS on a 100% commercial basis.

To other questions, Mr. Shouse declared:

That the lack of secondary service coverage of WINS is unimportant from a commercial standpoint.

That Crosley would be able to compete with the clear channel stations in New York City.

That the principal physical asset of WINS was its antenna system, valued at $57,000.

That the WINS studios would be adequate for two years, after which Crosley could plan better in the light of FM development.

That at the time of the transaction for the purchase of WINS about 50% of the saleable time on the station was sold.

That WINS is perhaps nine in rank among the 13 New York stations in number of listeners.

That he would rate WINS after the five 50 kw stations in New York.

That Crosley planned to originate programs in New York for the WLW audience and that in some cases programs would be carried on both WLW and WINS.

That he would use the facilities of WLW to broaden the program structure of WINS, making available to New York listeners programs by the Cincinnati Symphony Orchestra and other WLW special features.

That the 10-year cooperative agreement to carry *Daily Mirror* news was a protection against WINS being "left out in the cold" on news coverage in New York.

That WINS would not be called "the *Daily Mirror* station."

That WLW earns $1,200,000 to $1,400,000 a year on an investment of $2,000,000.

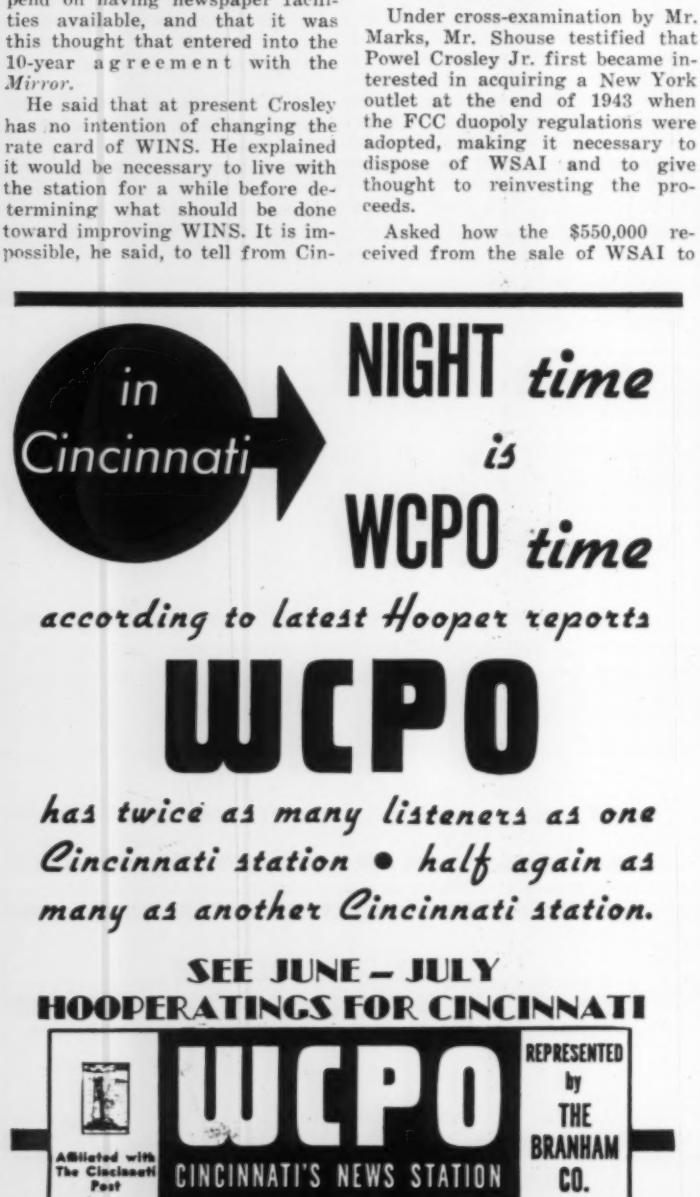
That he had made no other offers for a station in New York.

Record Open

James S. Pruitt, vice-president and general manager of Avco, testified that acquisition of the Crosley Corp. and WINS will be included in the prospectus of a $15,000,000 loan to be floated by Avco, application for the security issue to be filed with the SEC.

G. O. Markuson, vice-president, Hearst Radio Inc., testified that proceeds from the sale of WINS, if approved, would be used for expansion of FM and television.

At the conclusion of testimony, Judge Seward agreed to suggestion of counsel that the record in the case be kept open until Oct. 1 to admit certain relevant documents. Thereafter, it was decided, the record will be closed with the reservation that proceedings may be reopened if a prospectus to be filed by Avco with the SEC next month contains statements requiring further scrutiny.


in Cincinnati
NIGHT time is WCPO time
according to latest Hooper reports
WCPO
has twice as many listeners as one Cincinnati station • half again as many as another Cincinnati station.
SEE JUNE – JULY HOOPERATINGS FOR CINCINNATI
Affiliated with The Cincinnati Post
WCPO
CINCINNATI'S NEWS STATION
REPRESENTED by THE BRANHAM CO.

TV Rules & Regulations

The FCC order promulgating Rules and Regulations and Standards of Good Engineering Practice for Commercial Television Broadcast Stations follows:

WHEREAS, The Commission on June 24, 1945, issued its final report allocating frequencies for television broadcasting;

WHEREAS, It is desirable that rules and regulations and standards of good engineering practice concerning television broadcasting should be promulgated as soon as possible; and

WHEREAS, The Commission has heretofore called an informal engineering conference for the purpose of discussing technical matters involved in standards of good engineering practice for television broadcasting.

NOW, THEREFORE, IT IS ORDERED, This 20th day of September, 1945, that a hearing be held before the Commission *en banc* beginning at 10:30 a.m., October 4, 1945, for the purpose of considering the promulgation of rules and regulations and standards of good engineering practice concerning television broadcasting. Persons desiring to appear at that hearing should file an appearance with the Commission on or before October 1, indicating the name of the person who will appear, the subject matter concerning which he will testify, and the length of time desired. Persons desiring to file briefs should file 25 copies with the Commission on or before October 1, 1945.

In order to give scope and direction to the hearing, there is set forth in the attached appendix the substance of suggested rules and regulations concerning the principal subjects to be considered by the Commission. Persons appearing at the hearing should address themselves to these suggested regulations and should indicate with particularity any objection they have to the regulations and any specific suggestions they have for any change in, or alternative to, the suggested regulations.

FEDERAL COMMUNICATIONS COMMISSION

T. J. SLOWIE,
Secretary

APPENDIX

(1) *Minimum Operating Schedule.*—The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 6 hours per day. In addition, comment is requested as to whether the minimum operating schedule should be more or less than 6 hours per day and as to whether the Commission should provide for the sharing of some or all television channels by two or more licensees. If such sharing is provided for, the Commission will prescribe the hours each licensee is to operate.

(2) *Multiple Ownership.*—No person (including all persons under common control)[1] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: *And provided, further,* That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

(3) *Network Regulations.*—The chain broadcasting regulations shall be applicable to television stations.

(4) *Use of Common Antenna Site.*—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area; and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

(5) *Announcement of Mechanical Reproductions.*—Comment is invited concerning the desirability of requiring an appropriate announcement to be made when motion pictures or other mechanical reproductions are used in television broadcasting.

(6) *Station identification.*—*Comment* is requested as to whether station identification should be by aural means, by video means, or by both and how frequently such announcements should be made.

(7) *Allocation Plan.*—The 13 channels available for television broadcasting shall be divided as follows:

(a) *Community Stations.*—A community station is designed to render service to those cities or communities which have fewer than two metropolitan stations as shown in the table below. However, community stations may be assigned to cities with two or more metropolitan stations upon a showing that this would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there. The power of a community station may not exceed an effective radiated peak power of 1 kilowatt with a maximum antenna height of 500 feet above the avearge terrain ten miles from the transmitter. Upon a proper showing that an antenna height in excess of 500 feet is available, authorization will be issued for such higher antenna but the Commission may in such cases require a reduction in radiated power.

A minimum separation of 90 miles normally will be provided in the case of community stations on the same channel and a minimum of 45 miles on adjacent channels. However, upon a showing that public interest would be served thereby, community stations may be located at closer distances. The main studio shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

Three television channels will be assigned to community stations. They are television channels 1, 12 and 13.

(b) *Metropolitan Stations.*—Metropolitan stations may be assigned to television channels 2 through 6 and 7 through 11, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city. The Commission will determine the approximate service area[2] for metropolitan stations.

The table below sets forth the channels which are available at this time for the areas indicated. Attention should be called to the fact that as is pointed out in the Commission's Report of May 25, 1945, the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nation-wide and competitive television system. Hence, the Commission has made available the space between 480 and 920 mc for experimental television where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels. Applications may be filed for experimental stations between 480 and 920 mc.

The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

Stations in metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

Metropolitan stations will not be authorized to operate with an effective radiated peak power in excess of 50 kilowatts. No restriction is proposed at this time with respect to the maximum antenna height; however, a minimum height of 500 feet above the average terrain will be required, except upon a showing that it is not practical to obtain such height. In all cases the main studio shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district and the surrounding rural area. A signal of at least 500 uv/m over the entire metropolitan district and at least 5000 uv/m over the business district of the principal city should be obtained (for a reasonable period reduced power will be permitted).

(c) *Rural Stations.*—Licensees of metropolitan stations or applicants who desire to qualify as licensees of rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a metropolitan station and that the additional area proposed to be served is predominantly rural[3] in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such stations being located in the future.

[1] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[2] In determining service areas for particular communities, the Commission will give consideration to population distribution, terrain, trade areas, economics and other pertinent factors. There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagstrom Map Co.'s Four Color Retail Trading Area Map.

[3] As a guide, the Commission will consider that the additional area beyond the service area of a metropolitan station which is proposed to be served is predominantly rural in character if at least 50 per cent of the population proposed to be added within the 500 uv/m contour live in rural areas or in cities smaller than 10,000. In making this computation, cities with population in excess of 10,000 shall be excluded if the signal in such cities is less than 2000 uv/m. Exceptions to this rule will be made where a showing is made to the Commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing rural stations to serve an area which does not meet the above requirements than would otherwise be possible.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES

(NOTE: This table applies only to the 13 television channels available for commercial television. In addition, applications may be filed for experimental television stations between 480 and 920 megacycles.)

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Nos. (Metropolitan)	Total Stations: Metropolitan	Total Stations: Community
Akron	35	349,705	2	1	1
Albany Schenectady Troy	23	431,575	2, 4, 7, 9, 11	5	..
Allentown Bethlehem Easton	43	325,142		0	1
Altoona	111	114,094	9	1	1
Amarillo	136	53,463	2, 4, 7	3	1
Asheville	132	76,324	5, 7	2	..
Atlanta	25	442,294	2, 8, 11	3	..
Atlantic City	83	100,096		0	1
Augusta, Ga.	135	87,809	5	1	1
Austin	106	106,193	5, 8, 10	3	..
Baltimore	13	1,046,692	6, 7, 11	3	0
Beaumont Port Arthur	90	138,608	3, 8, 10	3	..
Binghamton	75	145,156	2	1	1
Birmingham	42	407,851	4, 6, 9	3	..
Boston	5	2,350,514	2, 4, 7, 9, 11	5	0
Bridgeport, Conn.	53	216,621		0	1
Buffalo Niagara	14	857,719	4, 6, 7, 9	4	..
Canton, Ohio	63	200,352	11	1	1
Cedar Rapids	115	73,219	7, 11	2	..
Charleston, S. C.	127	98,711	6, 7, 10	3	..
Charleston, W. Va.	88	136,332	2, 6, 7, 11	4	..
Charlotte	99	112,986		0	1
Chattanooga	76	193,215	3, 5, 10	3	..
Chicago	2	4,499,126	2, 4, 7, 9, 11	5	0
Cincinnati	16	789,309	2, 4, 7, 11	4	..
Cleveland	9	1,214,943	4, 7, 9	3	..
Columbia	117	89,555	2, 4, 8	3	..
Columbus, Ga.	133	92,478	3, 5	2	..
Columbus, Ohio	29	365,796	3, 8, 10	3	..
Corpus Christi	121	70,677	3, 8, 10	3	..
Dallas	27	376,548	4, 5, 8	3	..
Davenport Rock Island Moline	67	174,995	2, 4, 9	3	..
Dayton	44	271,513	6	1	1
Decatur	122	65,764	2	1	1
Denver	26	384,372	2, 4, 7, 9	4	..
Des Moines	59	183,973	2, 4, 9	3	..
Detroit	6	2,295,867	3, 8, 10	3	..
Duluth Superior	72	157,098	3, 8, 10	3	..
Durham	139	69,683	3, 8, 10	3	..
El Paso	105	115,801	2, 4, 7	3	..
Erie	95	134,039	6	1	1
Evansville, Ind.	93	141,614	2, 11	2	..
Fall River New Bedford	55	272,648		0	1
Flint	64	188,554		0	1
Fort Wayne	81	134,385	2, 4, 7, 9	4	..

(*Continued on page 80*)

TV Rules & Regulations

(*Continued from page 79*)

(NOTE: This table applies only to the 13 television channels available for commercial television. In addition, applications may be filed for experimental television stations between 480 and 920 megacycles.)

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Nos. (Metropolitan)	Total Stations: Metropolitan	Total Stations: Community
Fort Worth	51	207,677	2, 10	2	..
Fresno	79	97,504	2, 4, 7	3	..
Galveston	131	71,677	6, 9, 11	3	..
Grand Rapids	57	209,873	7	1	1
Greensboro	130	73,055	2, 10	2	..
Hamilton-Middletown	110	112,686		0	*
Harrisburg	70	173,367	5	1	0
Hartford-New Britain	20	502,193	8, 10	2	0
Houston	21	510,397	2, 4, 7	3	..
Huntington, W. Va.-Ashland, Ky.	92	170,979	9	1	1
Indianapolis	24	455,357	3, 5, 8, 10	4	..
Jackson	128	88,003	2, 4, 7	3	..
Jacksonville	66	195,619	2, 4, 8	3	..
Johnstown, Pa.	100	151,781		0	1
Kalamazoo	112	77,213	3	1	1
Kansas City, Mo.-Kansas City, Kans.	17	634,093	2, 4, 9	3	..
Knoxville	87	151,829	2, 4, 8, 11	4	..
Lancaster	91	132,027		0	0*
Lansing	94	110,356	6	1	1
Lincoln	109	88,191	5, 10	2	..
Little Rock	98	126,724	3, 8, 10	3	..
Los Angeles	3	2,904,596	2, 4, 6, 7, 9, 11	6	..
Louisville	33	434,408	6, 9	2	..
Lowell-Lawrence-Haverhill	45	334,969		0	1
Macon	137	74,830	4, 7, 10	3	..
Madison	101	78,349	3	1	1
Manchester	118	81,932		0	1
Memphis	37	332,477	2, 4, 7, 9	4	..
Miami	38	250,537	2, 4, 7	3	..
Milwaukee	15	790,336	3, 5, 8, 10	4	..
Minneapolis-St. Paul	11	911,077	2, 4, 7, 9	4	..
Mobile	119	144,906	3, 9, 11	3	..
Montgomery	126	93,697	10	1	1
Nashville	56	241,769	4, 7, 9	3	..
New Haven	39	308,228	5	1	0
New Orleans	31	540,030	2, 4, 7, 10	4	..
New York-Northeastern New Jersey-Norfolk-Portsmouth-Newport News	1	11,690,520	2, 4, 7, 9	4	0
Oklahoma City-Omaha-Council Bluffs	47	330,396	4, 6, 7, 11	4	..
Peoria	52	221,229	2, 4, 9	3	..
Philadelphia	40	287,269	3, 7	2	..
Phoenix	69	162,566	3, 5	2	..
Pittsburgh	4	2,898,644	3, 8, 10	3	0
Portland, Maine	84	121,828	2, 4, 7	3	..
Portland, Oreg.	8	1,994,060	3, 8, 10	3	..
Providence, R. I.	89	106,566	3, 8	2	..
Pueblo	22	406,406	3, 5, 8, 10	4	..
Racine-Kenosha	18	711,500	9	1	1
Reading	140	62,039	3, 8, 10	3	..
Richmond	97	135,075		0	1
Roanoke	73	175,355		0	1
Rochester	48	245,674	3, 8, 10	3	..
Rockford	104	110,593	5, 9	2	..
Sacramento	28	411,970	2, 11	2	..
Saginaw-Bay City	102	105,259	7	1	1
St. Joseph	54	158,999	3, 8, 10	3	..
St. Louis	77	153,388	2, 9, 11	3	..
Salt Lake City	129	86,991	7	1	1
San Antonio	10	1,367,977	4, 6, 7, 9	4	..
San Diego	58	204,488	2, 4, 7, 9	4	..
San Francisco-Oakland	50	319,010	2, 4, 7, 9	4	..
San Jose	49	256,268	3, 8, 10	3	..
Savannah	7	1,428,525	2, 4, 7, 9, 11	5	..
Scranton-Wilkes-Barre	78	129,367	6	1	1
Seattle	114	117,970	3, 9, 11	3	..
Shreveport	30	629,581	11	1	1
Sioux City	19	452,639	2, 7, 11	3	..
South Bend	96	112,225	2, 4, 8	3	..
Spokane	107	87,791	4, 6, 9, 11	4	..
Springfield, Ill.	80	147,022	8	1	1
Springfield, Mass.-Holyoke	71	141,370	2, 4, 7, 9	4	..
Springfield, Mo.	103	89,484	8, 10	2	..
Springfield, Ohio	32	394,623	3	1	0
Stockton	134	70,514	2, 4, 9	3	..
Syracuse	125	77,406		0	1
Tacoma	108	79,337		0	1
Tampa-St. Petersburg	46	258,352	8, 10	2	..
Terre Haute	74	156,018	4, 6, 9	3	..
Toledo	61	209,693	2, 4, 7	3	..
Topeka	116	83,370		0	1
Trenton	34	341,663	5	1	1
Tulsa	123	77,749	7, 11	2	1
Utica-Rome	60	200,128	6	1	0
Waco	65	188,562	3, 8, 10	3	..
Washington	68	197,128	6	1	1
Waterbury	138	71,114	3, 9, 11	3	..
Waterloo	12	907,816	2, 4, 9	3	..
Wheeling	85	144,822		0	1
Wichita	120	67,050	3, 6	2	..
Wilmington	82	196,340	6	1	1
Winston-Salem	86	127,308	2, 4, 9	3	..
Worcester	62	188,974		0	1
York	124	109,833	8	1	1
Youngstown	41	306,194	6	1	0
	113	92,627		0	1
	36	372,428	6	1	1

.. 1 community station may also be available in this city if a showing is made that such assignment would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there.

* Assigning a station to Lancaster would require deletion of a station from either Reading, York, Easton, Pa., or Wilmington, Del. Moreover, such a station in Lancaster would be severely limited by interference.

Opper Broadcast

FREDERICK B. OPPER, American correspondent, broadcast from Hong Kong during the network's 8:30 a.m. world news roundup last Thursday, first broadcast to reach the United States from that city since the end of the Japanese war. Opper, who has been heard from Tokyo and Shanghai during the recent past, left Hong Kong for Rangoon following his broadcast in company with Bill Downs of CBS and Guthrie Janssen of NBC.

Industry Music Role

SIGNIFICANCE of industrial music in its wartime role and its peacetime application was a featured topic at three fall meetings of the National Federation of Music Clubs held Sept. 15 in Chicago, Sept. 22 in Atlantic City and Sept. 19 in Charlotte, N. C. Philip J. Jacoby, manager of RCA music library service, spoke on subject in Chicago and Atlantic City and Elmer Bades of RCA Victor regional office in Atlanta, Ga., introduced topic at Charlotte.

Transcription Turntables

WE ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—the GATES CB7.

GATES RADIO COMPANY

Quincy, Illinois

Florida Radio Covers Hurricane

Listeners Kept Informed Of Progress, Intensity Of the Storm

By MARY ZURHORST

AS THE 150 miles per hour hurricane swept Florida last week, Florida stations made an all-out effort to keep their listeners informed of the storm's progress.

Credited with saving numbers of lives and valuable property through advice on safety measures broadcast before the storm struck, most of the stations went on full time operation, with staff members putting in 48 hours or more continuous duty. Stations kept listeners informed of weather reports, Red Cross activities and plans for evacuation of the Keys.

On Sept. 10, 48 hours before there were indications that the storm would touch Miami, WQAM started broadcasting warnings to the Bahamas, Windward and Lesser Antilles Islands. As the hurricane approached, Miami was "briefed" on what to expect. The station put on a special broadcast to newcomers to acquaint them with such details as the "lull" in the dead center of the storm, followed by increased velocity of the winds. Many deaths resulted in the 1926 hurricane because of ignorance of this fact.

Towns Storm Tight

By Saturday noon, Miami and surrounding towns were storm tight. There was nothing to do but wait. Power failure silenced radios in many homes in Miami, but because ample time had been taken to issue the warnings, there was little cause for concern.

From Friday midnight, WIOD Miami was on the air continuously until midnight Sunday, with a 30-second break to switch to the emergency transmitter when power went off. Weather reports were broadcast every half hour, with pick-ups from the U. S. Weather Bureau every two hours. A total of over 500 public service emergency announcements were made during the danger period.

Blance Estrella, WIOD Spanish commentator, brought reports to the Latin-American residents of the area. The station reported many listeners used battery sets during the height of the storm when power was off. Two engineers were marooned at one of the transmitters in Biscayne Bay when the catwalk connecting the towers was swept away. When James Le Gate, general manager, and Wilton Chiles, chief engineer, went there on inspection, the only way to reach the transmitter was to swim across. So they stripped to their trunks and swam.

Because WJNO West Palm Beach was the only East Coast station from Dade County to Tampa that was on the air during the intense part of the blow, it was used by the Civil Air Patrol for alerting the statewide CAP. The new installations, completed in January, withstood the winds and the station was on the air continuously for 65½ hours. WJNO installed lines in the Miami Weather Bureau and set up a regular series of broadcasts handled by Ernest J. Carson, chief of the Miami Weather Bureau. The American Red Cross used WJNO as its communication headquarters.

WFOY St. Augustine, in northeast of state, wanted more "on the spot" coverage than it had been getting through press service reports and weather bureau, so General Manager J. Allen Brown finally got a telephone call through to WGBS Miami. (WGBS is an American station; WFOY is CBS). The two-way conversation, describing the winds then hitting Miami, was recorded, with WGBS telling of how it was marooned in 4½ feet of water over Biscayne Blvd. Also described was the $10,000,000 Richmond fire where 57 Navy personnel were reported injured.

Phone Pick-Ups

When the path of the storm took a westward turn, at 2 a.m. Sunday morning, WFOY called WINK Fort Myers in the southwest part of the state. The recorded telephone report from Ronald Woodyard, president and general manager of WINK, described conditions there, and was of importance because it told of the storm's decrease in intensity. Later pick-ups by phone were made from WSPB Sarasota, WDAE Tampa, WKAT Miami Beach, WDBO Orlando (then operating on its auxiliary power unit), WTMC Ocala, WJNO West Palm Beach.

The hurricane entered the Atlantic Ocean near St. Augustine with winds up to 65 miles per hour.

WJAX Jacksonville was on emergency power because of failure of electricity there. The station had installed lines connecting local weather bureau with the control room for the hurricane season, and when the storm hit, set up remote equipment in the bureau offices. Several broadcasts originated from there, with the chief and assistant forecaster taking the air.

WPDQ Jacksonville remained on the air throughout Saturday and Sunday until storm danger was passed. Station lost one minute broadcasting time through a break in a telephone line.

WMFJ Daytona Beach started hurricane warnings on Friday, the 14th, with the staff working through until 10 p.m. Sunday night. Station lost 24 minutes of air time through three power failures, but maintained normal service after that time. Station alerted the area, Naval Air Station, Welch Convalescent Hospital, schools and other agencies. According to Ray Clancy of WMFJ, "Between answering an average of 100 phone calls an hour and swabbing the lower deck and offices of rain driven in by high wind through waterproof walls, we were kept busy—and at times hungry."

More than 100 gallons of gasoline had been stored at the WKAT Miami Beach transmitter for auxiliary power. The transmitter is located with the studios, towering above the control room and business offices. They were on emergency power from 9 a. m. Saturday until 6 p. m. Sunday, in constant danger of the high winds snapping the transmitter tower.

When the giant blimp hangars caught fire at Richmond, a few miles southwest of Miami, authorities were unable to contact either the police or the fire departments. Somehow, WKAT was contacted, and Col. A. F. Katzentine, owner of station, went on the air immediately with the report. His message was heard by the fire department and assistance was rushed to the blaze, which took the life of the Miami fire chief.

Networks in general had news coverage only of the storm. American had nine pick-ups from WGBS Miami, with Irwin Johnson describing hurricane's progress. WOR, New York Mutual key, put Benjamin Parry, N. Y. Weather Bureau head, on air Monday, 6:30, to quell rumors of storm's hitting that area.

Miller

(*Continued from page 20*)

rector of Broadcast Measurement Bureau, will report on progress of BMB's audience measurement program and the annual fall BMB board meeting held Sept. 14 [BROADCASTING, Sept. 17].

Problems of veteran rehabilitation will be considered from two angles—placement of employes returning to their stations and opportunities for employment of veterans who acquired a desire to enter radio during their service with the armed forces.

Facing the board is the unsettled time-allocation situation in the government since OWI ceased operation. NAB is aiding in support of War Advertising Council, which will handle network time allocation for U. S. agencies until end of the Victory Loan Drive Dec. 8. Pending is a project by which whole allocation job would be turned over to a governmental agency, with WAC or NAB handling distribution mailing of pooled U. S. radio programs and announcements.

TBA Board to Meet

BOARD of Television Broadcasters Assn. will meet Sept. 27 in TBA New York office. Decision on convention this year is major item on agenda.

Benton

(*Continued from page 20*)

OWI. He will be assisted by Francis A. Jamieson, formerly of the AP, who continues as acting director of the Office of Inter-American Affairs, and Charles M. Hulten, former associate professor of jornalism at the U. of Oregon and Stanford U., who has been assistant director of OWI.

Following is text of Mr. Benton's letter to Chairman Porter:

Dear Mr. Porter:

My appointment as Assistant Secretary of State forces upon me and my associates the necessity of abandoning our present plans for the development of Subscription Radio. Mr. Joseph L. Weiner, our legal counsel, had been working for some time on an application for three radio frequencies in New York City. This application was complete and ready for submission. A Board of Directors' meeting had been called for Sept. 7, to approve the application, and our plans were to submit it to the FCC within the next week.

We have spent much time and effort on developing a programming schedule for the third wave band. Apart from the time of myself and Messrs. Hutchins and Ruml, who are the other directors of Subscription Radio, and apart from the considerable amount of time and effort of other executives connected with the Muzak Corp. and the Encyclopedia Britannica—those two companies have incurred substantial out-of-pocket expenditures in their investigation and study of Subscription Radio. Of course, the interest of the Muzak Corp., of which I and my family are the owners of the common stock, goes back for several years to the experimental license granted in 1941.

However, the plans for the future revolved to a major extent around my personal background in the broadcasting business and in education, and around my personal faith in the potential opportunity for Subscription Radio. Without my active participation it seems to the other directors and their advisors and associates unwise and unsound to launch the venture. Furthermore, my official duties will require close cooperation with all media of communication and I feel that neither I nor corporations which I control should enter into such a new venture in broadcasting.

I feel that I owe this explanation to you and to your associates in view of the courteous and extended consideration which you have given to this matter.

Very sincerely yours,

/s/ Wm. Benton.

TO THANK all of its local clients and advertising agencies for a successful year, WITH Baltimore was host at a buffet supper and cocktail party Sept. 18 at the Belvedere Hotel. About 600 guests attended.

YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co.,
425 Peachtree Street, N.E.,
Atlanta, Georgia.

223 East Broughton Street,
Savannah, Georgia.

554 Mulberry Street,
Macon, Georgia.

709 Chestnut Street,
Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc.,
910 Calhoun Avenue,
Houston, Texas

Radio Specialties Company,
1956 S. Figueroa Street,
Los Angeles, California,
and
Phoenix, Arizona.

Manufacturers Sales Terminal,
222 Columbia Building,
Spokane, Washington.

Westinghouse Electric International Company,
Forty Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

GATES RADIO CO.

Quincy, Ill.

ACTIONS OF THE FCC

SEPTEMBER 14 TO SEPTEMBER 21

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

SEPTEMBER 17

WJR Detroit—Granted mod. license change corporate name to WJR, The Goodwill Station, Inc. Includes WJRA WENH WENF WENG WJRB.

ACTIONS BY COMMISSION

SEPTEMBER 18

WJBC Bloomington, Ill.—Granted license renewal for period ending 2-1-46.

WPAT Paterson, N. J.—Granted license renewal for period ending 5-1-47.

NEW-1450 kc Boulder City Broadcasting Co., Boulder City, Nev.—Adopted memorandum opinion and order granting CP new standard station 250 w unl. Conditions.

NEW-1400 mc Mississippi Broadcasting Co., Macon, Miss.—Adopted memorandum opinion and order granting CP new standard station 250 w unl. Conditions.

ACTIONS ON MOTIONS

SEPTEMBER 19

Tennessee Broadcasters, Nashville, Tenn.—Granted motion for leave to file supplemental information without further hearing re application and that of Nashville Radio Corp., Nashville Broadcasting Co., Capitol Broadcasting Co. and J. W. Birdwell, all requesting new station in Nashville.

KJR Seattle and Birt F. Fisher, Seattle, Wash.—Granted joint petition for continuance hearing now set 9-26-45 re application for vol. assgn. license; continued hearing to 10-26-45.

Fred O. Grimwood, Bloomington, Ind.—Granted motion to amend application for CP new station.

ACTION IN DOCKET CASE

SEPTEMBER 20

WGST Atlanta, Ga.—Announced proposed decision denying license renewal. Conditions.

KFNF Shenandoah, Ia.—Announced decision to grant license renewal and application for transfer control.

Tentative Calendar . . .

SEPTEMBER 28

WGBF Evansville, Ind.—License renewal (Further hearing).

Applications . . .

SEPTEMBER 17

NEW-1490 kc Louis Levand, Max Levand, John Levand d/b Wichita Beacon Broadcasting Co., Wichita, Kan.—CP new standard station 250 w unl.

NEW-1140 kc Pekin Broadcasting Co., Pekin, Ill.—Cp new standard station 250 w D.

SEPTEMBER 19

1420 kc WCBM Baltimore—CP change 1400 kc to 1420 kc, increase 250 w to 5 kw DA-DN.

NEW-1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—Mod. CP authorizing new standard station WATT for change in studio location from Cadillac to Clan Lake Township.

1340 kc WMLT Dublin, Ga.—Vol. assgn. license from George T. Morris, Wilmer D. Lanier and J. Newton Thompson d/b Dublin Broadcasting Co. to George T. Morris and J. Newton Thompson d/b Dublin Broadcasting Co.

1400 kc WMGA Moultrie, Ga.—Vol. assgn. license from Frank R. Pidcock Sr. to John F. Pidcock.

1380 kc WTSP St. Petersburg, Fla.—CP increase 1 kw D 500 w N to 5 kw DN DA-N.

NEW-1490 kc Loys Marsdon Hawley, Conway, N. C.—license to cover CP authorizing new standard station WLAT.

1230 kc KOAL Price, Utah—CP change 1450 kc to 1230 kc.

NETWORK ACCOUNTS

New Business

PUREX Corp., South Gate, Cal. (bleaching solution), on Oct. 1 starts Erskine Johnson, movie commentator, on 114 Mutual stations including full Don Lee network, Tues. and Thurs. 4-4:15 p.m. Agency: Foote, Cone & Belding, Los Angeles. Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), Oct. 1 starts Johnson on 7 Mutual stations, Mon.-Wed.-Fri. 4-4:15 p.m. Agency: Ruthrauff & Ryan, Los Angeles, Bathasweet Corp., New York (soap), Oct. 1 starts Johnson on 16 Don Lee-Mutual stations, Wed. and Fri. 4-4:15 p.m. Agency: H. M. Kiesewetter Inc., New York.

FISHER FLOURING MILLS Co., Seattle, Sept. 22 started for 52 weeks Les Marcus with audience participation program on 23 Don Lee northwest stations, Sat. 8-8:30 p.m. (PWT). Firm on Sept. 24 starts for 52 weeks Walkie-Talkie on 14 American Pacific stations, Mon. thru Fri. 3-3:15 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BORDEN Co., New York (Memo), Sept. 28 starts "Ginny Simms Show" on 144 CBS stations, Fri. 7:30-8 p.m. Agency is Kenyon & Eckhardt, N. Y.

CANADIAN MARCONI Co., Montreal (receivers, tubes), Sept. 16 started Stardust Serenade on 38 CBC Trans-Canada stations Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Toronto.

Net Renewals

THE BORDEN Co., New York (dairy products), Sept. 14 renewed for 52 weeks County Fair on American stations, Tues. 7:30-8 p.m. (West Coast repeat 7:30-8 p.m. PWT). Agency: Kenyon & Eckhardt, N. Y.

ARMSTRONG CORK Co., Lancaster, Pa. (linoleum), Sept. 29 renews Armstrong Theater of Today for 52 weeks on 141 CBS stations, Sat. 12-12:30 p.m. Agency: BBDO N. Y.

E. R. SQUIBB & Sons, New York (drugs), Sept. 24 renews Jimmy Carroll Sings on 140 CBS stations for 52 weeks, Mon.-Wed.-Fri. 6:15-6:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

MILES LABS., Elkhart, Ind. (Alka Seltzer and One-A-Day vitamins), Sept. 23 renewed for 52 weeks Quiz Kids on 136 American stations, Sun. 7:30-8 p.m. Agency: Wade Adv., Chicago.

DR. PEPPER Co., Dallas (carbonated beverages), Sept. 30 renews for 52 weeks Darts for Dough on 136 American stations, Sun. 4-4:30 p.m. Agency: Tracy-Locke, Dallas.

Net Change

GENERAL MILLS, Minneapolis (cereals), Sept. 17 changed News and Betty Crocker from Fri. 10:30-10:45 a.m. to Mon.-Fri. 10:25-10:30 a.m. on full American network. Agency: Dancer-Fitzgerald & Sample, Chicago.

Johnstone Opens Office

G. W. (Johnny) JOHNSTONE, former news and special events director of American, is opening a radio production and talent office in partnership with David E. Green, publicity man for the radio division of Sherman & Marquette. Mr. Johnstone will head the Hollywood office.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
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Custom-Built
Speech Input Equipment
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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
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Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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One of the best equipped monitoring stations in the nation
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Since 1939

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Commercial & Industrial Equipment
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Radio Towers
Erection, lighting, painting & Ground Systems
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BUY
VICTORY
BONDS

Reorganization

(*Continued from page 15*)

such as the ICC, FTC and FCC.

While Congress studies measures to authorize President Truman to reorganize the executive branch, several changes already are taking place in Cabinet departments. Secretary of Commerce Wallace on Thursday disclosed plans for a vast reorganization of his department which would bring about: (1) a complete population census every five years instead of 10, covering housing, labor and agriculture to provide business with information on local markets; (2) full-scale census of manufactures, mineral industries and business every five years; (3) surveys of consumer income and buying power. He plans also to ask Congress for three additional assistant secretaries, making four in all, to head departments of Air Commerce, International Trade, Industrial Economy and Small Business.

Meanwhile President Truman abolished the Office of Strategic Services on Thursday, transferring its major wartime functions to State Dept. and other activities to War Dept. At the same time he created the Interim & Intelligence Service, to function until Dec. 31. Secretary of State Byrnes is authorized to "take the lead in developing a comprehensive and coordinated foreign intelligence program for all Federal agencies concerned with this type of activities."

New WJZ Rate

WJZ New York, key station of American, has reclassified 6-7 p.m. period as Class B time instead of Class A effective Oct. 1. Programs, minutes and chainbreaks all are affected by change, which reduces base hour rate from $1,200 to $900. Advertisers currently using time between 6 and 7 p.m. will have rates adjusted as of Oct. 1.

SERIES of weekly broadcasts by the U. S. Naval Academy Band will start Oct. 9 on Mutual, Monday, 12:45-1 p.m. Programs mark second series of concerts by Navy Band on Mutual, first having been heard in February, March and April this year.

Covering
Ohio's
3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Television

(*Continued from page 15*)

who takes the FM Rules & Regulations and studies them in concert with the latest plan for TV can see developing a firm FCC philosophy of regulation, a broad pattern or base upon which all future action can be taken. It is known that Chairman Paul A. Porter has deplored the lack of such a regulatory foundation, and has been striving since his incumbency to build one.

As in the case of FM, the FCC proposes that there will be common antenna sites. No person, says the FCC, can be granted a TV license if he owns or controls a site which, because of its favorable nature, would prevent the introduction of other stations in the area.

Provision is made against duopoly ownership of video outlets, and the Commission would consider as working against public interest, convenience and necessity the ownership of more than five outlets by any one entity. In FM, the limitation is placed at six. Network regulations also would apply to TV.

Hope in Proposal

Only possibility that major markets will get more than the assigned number of metropolitan TV stations permitted by frequency limitations lies in the FCC's qualified proposal that community station licenses can be granted in metropolitan markets.

Such community licenses, states the FCC, can be granted upon a showing that "this would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there". This pursues, too, the tenor of the FM rules.

The problem of rural stations is treated sketchily. It is noted that licensees of metropolitan stations or applicants who desire to qualify as licensees of rural stations must make a special showing that they propose to serve an area more extensive than that served by a metropolitan station and that the additional area to be served is predominantly rural in character (if at least 50 percent of population within 500 millivolt contour living in rural areas or in cities under 10,000 population).

Inclination of the FCC to pass over the rural question lightly doubtless stems from its conviction that TV below 300 mc never can adequately serve the nation. The proposed plan contains the statement, paraphrased from the FCC report of May 25, 1945, that "the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nation-wide and competive television system".

Indication that the Commission might move speedily toward wiping out all TV below 300 mc was found in discussions with some officials. It is known that the FCC awaits only results of higher frequency tests by CBS, Dumont and others. If those tests are successful, some visualize TV moving upstairs with the most optimistic setting a Christmas deadline. In such event, the 13 channels below 300 mc will be assigned to other services, with FM doubtless getting some of them.

Technical proposals seek to establish minimum 90-mile separations in the case of community stations on the same channels and 45 miles on adjacent channels. For metropolitan stations, it is proposed that there be a 150-mile separation for same-channel outlets, with 75 miles on adjacent channels.

Only comment from industry leaders available as BROADCASTING went to press came from Paul W. Kesten, CBS executive vice-president. Mr. Kesten said:

"The Commission's new rules and regulations for low-definition television, on the lower frequencies, reveal a very skillful handling of a very thory problem. The result is a commendable effort to make a pocket handkerchief cover a dinner table. The Commission recognizes and faces this difficulty frankly in pointing out in its report that there are not enough frequencies in the lower band to provide "a truly nationwide competitive television service"—and just as frankly points to the higher frequencies as the solution to this problem.

"How near at hand this solution is we at CBS have good reason to know. Almost single-handedly we have pioneered the development of full-color high-definition television in the higher frequencies and plan to demonstrate it with a complete broadcasting system from pickup tube to receiving set before the end of this year. The moment the public knows that vastly superior television, in full color, is an accomplished fact, the cruder pictures in the lower frequencies should be instantly outmoded."

WGNB Shifts

WGNB, FM station owned and operated by WGN Chicago, will begin test operations on newly-assigned frequency of 98.9 mc Dec. 1, G. William Lang, chief engineer, announced. Programming on the new allocation will begin Jan. 1, although the station will continue to be heard indefinitely on its present frequency, 45.9 mc.

DeMille Speaker

CECIL B. DeMILLE, Hollywood producer forced off the air because he refused to pay a $1 AFRA assessment, was to explain his side of the controversy before the Executives Club at the Sherman Hotel, Chicago, Sept. 28.

New WTMJ Policy

WTMJ Milwaukee inaugurates a new public service policy October 7 with a 90-minute sustaining Sunday morning series of worship programs. More than 25 religious denominations will participate. An inter-faith committee has been formed in Milwaukee to represent the religious groups and supervise series.

TO ANY SERIOUS COMEDIAN—

Pick one of the following, or insert one of your own:

BEER COFFEE
WAX CIGARETTES
SOAP DENTIFRICE
TONIC

—now stir gently with a wooden spoon, and let stand.

No matter what you add, or how you mix this recipe, it is not food. But you can talk about it and produce eats and goodies and plenty else.

In fact one can talk about all kinds of stuff and get the same keeno results. But one must know how. Which you do, because America's stomach is getting sore —not from eating, but from laffing.

It is true! The other day a Gallopin' Poll came up my front steps and reported:

1. Lactic acid generated in stummik muscles today is impossible;
2. Milch cows in a dither.

So there you are. Now take a look at the above stew again, and see if your favorite has floated to the top. If so, here's your blue ribbon—and good luck. If not, mebbe I can help you.

Phizz me under any monicker—the funnier the quicker.

But remember I said mebbe!

BOX 195, BROADCASTING

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT*
PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

FACT or FICTION?

Q. Jumbo, Barnum's elephant, weighed as much as a locomotive.

A. *Fiction.* Some locomotives are 87 times as heavy.

It's a Known **FACT** *that*

WLAW

LAWRENCE, MASS.

is the choice of local and national advertisers to reach New England's 3rd Largest Concentrated Radio Audience.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

KTFI
TWIN FALLS · IDAHO

Weldon and Carr Start Partnership

Open Consulting Engineering Firm in Washington

JAMES O. WELDON, chief of the Bureau of Communications Facilities, OWI, resigned last week to form his own consulting engineering firm in Washington in partnership with Lester H. Carr, former CBS engineer and until recently technical advisor with the Bureau of Ships, Navy Dept.

Weldon & Carr will be ready for business this week with offices at 1605 Connecticut Ave. The firm plans to offer a complete service to existing and prospective broadcasters in AM, FM and television, from preparation of applications through design and installation of station facilities.

Outstanding Engineer

One of the nation's outstanding radio engineers, Mr. Weldon was responsible for the development of the extensive network of powerful shortwave and medium wave broadcast stations which carried the Voice of America into four continents, facilitating the invasions of Italy and France and contributing to the breakdown of German morale. Under his direction, 24 shortwave stations were built in the U. S. to augment the 14 which were in existence, in addition to stations in Africa, Italy, France, Belgium, Hawaii and Saipan, the last a 50 kw medium wave installation which he personally supervised.

Prior to joining OWI in August 1942, Mr. Weldon was identified with the design and construction of some of the highest-powered stations in North America. He

Mr. Weldon

Mr. Carr

was in charge of the installation of the 500 kw transmitter for XERA Villa Acuna, Mexico, and a 100 kw station at Mexico City. As consultant for the Federal Telephone & Radio Corp., he designed the 50 kw transmitter for WABC, key station for CBS in New York and the CBS shortwave transmitter at Brentwood, Long Island.

Mr. Carr was a civilian consultant for antenna design and systems in the Navy Dept. and also completed assignments designing radar and electronic navigational aids for airplanes and ships. Before the war, he was engineer in charge of the WBBM-CBS Chicago transmitter division and performed most of the transmitter engineering work for the CBS central division under Frank Falknor, who was then chief engineer.

Previously, Mr. Carr was chief engineer for KSTP St. Paul, where he served as general consultant on the Minnesota Network. While at KSTP, he collaborated in original work on wave tilt measurement, which served to develop a fast accurate method for determining ground conductivity from which optimum transmitter sites can be determined.

Canada FM Plans Await Frequency Allocations

PLANS for establishment in Canada of FM broadcasting now are awaiting decision of the Dept. of Transport as to what frequencies Canada will use for FM. The department's radio branch has made no announcements and is reportedly watching developments in Washington before deciding what frequencies are to be given Canadian FM stations.

Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corp., Ottawa, has announced that the CBC board of governors has made recommendations to Dept. of Transport regarding the 60 FM license applications before the board. It also has recommended that the FM stations use same programs as AM affiliates of the FM stations, since the primary aim is to give better service. CBC is planning to set up FM stations in a number of cities in Canada, at present having one at Montreal. Only two privately operated experimental FM stations are in operation in Canada, at CFRB Toronto and CFCF Montreal.

EXECS TELL CLUB NEWS HERE TO STAY

NEWS SHOWS are just as important to the public today as they were during the war, and there will be little or no slack in audience listening if a zest and a new slant is given the newscasts. That was the opinion expressed by all four speakers at the weekly meeting of the Chicago Radio Managers Club, Sept. 19.

Speakers were Program Managers Gene Rouse, American central division; Buck Gunn, WGN Chicago; Walter Preston, WBBM Chicago; and Oliver Morton, national spot and local sales manager, NBC central division, who was filling in for Jules Herbuveaux, NBC program manager, unable to attend.

Tinney to WCAU

COMDR. JOSEPH L. TINNEY, former director of public relations, Fourth Naval District, with headquarters in Philadelphia, joined WCAU Philadelphia as assistant to the president. The first reserve to be called to active duty in the Philadelphia District, in 1939, Comdr. Tinney formerly served as executive director of the Pennsylvania Highway Safety Council, and was also an executive of the Continental Distilling Corp. of America.

All CBS Stations Now in BMB Fold

American Also 100%; Total Membership Numbers 549

WBBM Chicago and WTOP Washington, CBS-owned stations, have been added to the list of BMB subscribers. With these newcomers, all stations owned by CBS are now BMB members.

All four stations owned by American—WJZ New York, WENR Chicago, KECA Los Angeles and KGO San Francisco—also are signed up with BMB. WEAF New York is, however, the only NBC owned station to join BMB to date.

Other new BMB subscribers include WSSV Petersburg, Va.; KGEZ Kalispell, Mont.; WNOE New Orleans; WLS Chicago; WDAD Indiana, Pa. (not yet in operation); KTNM Tucumcari, N. M.; WCAP Asbury Park, N. J. BMB total is now 549 subscribers.

Network Plan Received

BMB last week reported a good reaction to the announcement of its network participation plan [BROADCASTING, Sept. 17]. In essence, it was pointed out, this plan now gives broadcasters and users of radio a single standard of audience measurement for individual stations, for regional and for national networks, all stabilized on the same basis and each comparable to the other.

The decision to drop the term "circulation" and to replace it with "BMB index of station audience" also has met with approval, particularly from advertisers and agencies who feared that the long-established use of "circulation" to mean physical distribution of copies of a publication might lead to confusion if the word were applied to reported station listening. BMB officials hope that the disadvantage of the more cumbersome "BMB index of station audience" phrase will, in time, be circumvented by the adoption of simply "BMB", much as network audience program ratings are commonly referred to in the industry as "Crosleys" or "Hoopers".

"Remember, no more swing when we start the broadcast over WFDF Flint."

Daylight Time Worries to Start Again

End of War Time Sept. 30 Begins Old Trouble

WAR TIME passes into history at 2 a.m. Sept. 30. The Senate late Thursday passed without opposition the Boren Bill (HR-3974) which restores the country to standard time next Sunday morning. The House previously had passed the measure. President Truman was expected to sign the bill, inasmuch as he had requested its passage.

Radio's time headaches, which have been comparatively few since war time was adopted Jan. 20, 1942, again loom beginning next spring when the eastern part of the country, including New York, is expected to revert to its pre-war custom of adopting daylight saving time.

Meanwhile, Chicago broadcasters face double schedule trouble as that city under local option, will remain on daylight saving time until Oct. 28. Schedules must be shifted Sept. 30 when the nation returns to standard time and again on Oct. 28 when Chicago goes back to central standard time.

Chicago Problem

Unless Chicago's City Council acts before Sept. 30, Chicago network affiliates face four weeks of what one program director terms as "sheer mayhem". Sponsors are unwilling to give up choice day and night hours with established ratings and agencies point firmly to contracts agreeing to set times of broadcasts. Chicago stations are calling on everyone from Mayor Kelly to NAB and the FCC for help.

In the case of WGN, most seriously concerned since it originates many locally sponsored programs, station executives find themselves in a double dilemma. Not only must they try to satisfy local accounts but they must do so knowing that the *Chicago Tribune*, representing the front office, is well satisfied with daylight saving.

Too, WGN, as well as other network affiliates, will be forced to put on farm programs, children's shows and news broadcasts at odd hours when audience shifts and sets-in-use vary greatly.

All stations point out that if Chicago remains on daylight saving time until Oct. 28, Hooper ratings, which are based on a three-months period, will mean nothing at all.

Walter Preston, WBBM-CBS program director, said "it's going to be a mixed up mess for us after Sept. 30." As far as he is concerned, and most radio executives agree, networks and stations want universal time.

'Out of Step'

NBC, through its Chicago affiliate WMAQ, takes a similar view. "Broadcasters like it all one way or the other," a WMAQ spokesman said. "Chicago is out of step with the nation," he added.

Arthur C. Page, WLS, said the station had sent "a bale" of letters from listeners to Sen. Lucas (D. Ill.) urging him to press Congress for an early end of official war time.

At WENR, American Chicago affiliate, Gene Rouse indicated the station would do its best to accommodate local clients but that where direct conflicts arose, network sponsors would take precedence and that the station may have to give delayed broadcasts on some of its local programs.

This confusing picture was pointed out to Mayor Kelly by members of the Radio Management Club, which pleaded for immediate revoking by City Council of the local option law, passed many years ago.

While the Mayor has promised action, "one way or the other" before Sept. 30, it is understood considerable pressure is being brought by Chicago business and industry favoring daylight saving time, since employers are more concerned with coal and electricity saved by the extra hour of daylight than local radio problems.

A good many radio executives express the opinion the FCC should establish a single time standard for radio, which should eliminate the old headache of arranging program schedules twice a year as was necessary before the war.

Morrell Co. Starts Spot Campaign for Red Heart

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), has signed contract for participating live five-a-week announcements on Martha Deane on WOR New York, *Housewives Protective League* on KMOX St. Louis and KNX Los Angeles, Molly Martin on WBAL Baltimore, and Ruth Crane on WMAL Washington. In addition, Henri, Hurst & McDonald, New York agency, is buying participation spots on women's programs in ten other major markets not announced.

Company has also contracted with Arthur La Fave Syndicate for exclusive advertising rights to dog character comic strip, Napoleon & Uncle Elby, which firm will use as official symbol for Red Heart products.

APPLEBY NAMED TO BUDGET POST

PAUL H. APPLEBY, vice-president and general manager of the Queen City Broadcasting Co., licensee of KIRO Seattle, a third owner of KFPY Spokane, Wash., and applicant for a 1 kw station in Boise, Ida., last week was appointed by President Truman to be assistant director of the Bureau of the Budget, a post he resigned last fall to enter radio [BROADCASTING, Nov. 27, 1944].

Mr. Appleby

Mr. Appleby, before retiring last December to enter private business, had been in Government service for 12 years. He became executive assistant to Secretary of Agriculture Wallace in 1933, remaining in that post until 1940. In 1941-42 he was chief of the U. S. food mission to Great Britain and served as chairman of the International Wheat Conference. He was appointed assistant director of the Budget Bureau in early 1944. Before his Government service, Mr. Appleby was a publisher.

Mr. Appleby resigned as officer and director of the Queen City Broadcasting Co. but plans to retain his stock. Saul Haas, president of Queen City, was enroute home from Europe when President Truman named Mr. Appleby to the Budget Bureau post. Mr. Haas is Collector of Customs of the Port of Seattle.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Universal Broadcasting Company
announces

9

New Hollywood studios at 6757 Hollywood Blvd.
Connected with
Radio Station KPAS, Los Angeles
Radio Station KSFO, San Francisco

Universal Network

Universal Broadcasting Co., 6757 Hollywood Blvd., Los Angeles, Hollywood 8282, Mark Hopkins Hotel, San Francisco, Exbrook 4567

HOW'D YOU LIKE TO SELL AN $800,000,000 MARKET?

KBON

Omaha's MUTUAL station offers you

$800,000,000 . . . the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley Market.

$800,000,000 . . . equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state.

An $800,000,000 market available to you on KBON . . . the station that SELLS!

Concentrated Coverage
Low Rates
Promotion Helps
OMAHA
COUNCIL BLUFFS

General Manager, PAUL R. FRY
National Repr., SPOT SALES, INC.
MUTUAL BROADCASTING SYSTEM

"The Midwest's Greatest Market"

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Hon. H. W. Land
Kircher, Helton and Collett
Dayton, Ohio

Dear H.W.,

The boss is in a terrible stew these days. I guess there ARE times when business is TOO good. Anyhow, he was telling me the other night how much he wanted to find a spot to put Singin' Sam for Old Reliable Coffee, but he just doesn't have a spot open right now. Matter of fact . . . here at WCHS we have a waiting list of both local and national accounts and naturally, we'd like to take 'em all on. Just thought I'd drop you this note tonite to tell you the boss and I are working on it, because we DO want to take care of old friends.

Yrs.,
Algy

WCHS
Charleston, W. Va.

Specialized Programs
FOR A
LARGE GROUP OF
New Yorkers

NEW YORK'S
WLIB
1190 ON THE DIAL—CLEAR CHANNEL

REST where it is COOL

HOTEL Mayfair
ST. LOUIS
AIR-CONDITIONED

Transfer of KFNF Is Given Approval

Commission Praises Program Service Offered by Station

TRANSFER of control of KFNF Inc., operating KFNF in Shenandoah, Ia., to a new firm—Midwest Operating Co.—controlled by owners of Henry Field Seed Co., was approved Sept. 19 by the FCC in a decision that administers a spanking to KFNF officers for failure to report all past dealings involving operation of the station.

KFNF is now controlled by John W. Nicolson, who holds 150 of the 200 shares of Class B voting stock, and Elbert A. Read, holder of the other 50 shares, along with 100 of the 500 shares of non-voting Class A stock. Both are vice-presidents and directors of KFNF Inc. Henry Field, founder of the station, holds the other 400 shares of non-voting A stock. Messrs. Nicolson and Reed own approximately 50% each of the seed company.

Stockholders' Testimony

Stockholders of KFNF Inc., says the FCC, testified at a hearing they plan to offer unissued stock to present stockholders in proportion to their present holdings. Funds realized would be used to put in improvements. Among minority stockholders is Cowles Broadcasting Co., which held 48.75% of outstanding stock in KFNF Inc. Mr. Nicolson held .71 share of KFNF stock (0.18%) and Mr. Reed 2.26 shares (0.56%). The seed company plans to continue spending about $25,000 a year in advertising on KFNF.

Praising program service of the station, as well as plans for improved programming, the Commission pointed out the Field group's derelictions in failing to report a contract with Jesse Kaufman some years ago as well as a plan to juggle frequencies and added that they had resulted from ignorance and misinformation as to the FCC rules.

The Commission used the case to warn that it should be promptly and fully notified of plans involving frequency shifts. Failure to report agreements with Kaufman and Cowles would justify refusal to renew license, the FCC said, but took the stand that violations due to ignorance may be less serious than wilful violations with intent to deceive.

Dr. S. V. Sanford

DR. STEADMAN V. SANFORD, 74, chancellor of the University System of the State of Georgia, and a member of the George Foster Peabody Radio Awards Advisory Board, died at Emory University Hospital, Atlanta, Sept. 15. He founded the Henry W. Grady school of Journalism at the U. of Georgia, and served as its head for a number of years. He also founded the Southern Conference, intercollegiate athletic group. He is survived by his widow and three sons.

End of FBIS and RID Seen In House Committee Action

PERMITTING a gradual tapering off of war activities with ultimate liquidation of the Foreign Broadcast Intelligence Service and Radio Intelligence Division of the FCC, the House Appropriations Committee last Wednesday reported out a bill reducing independent offices appropriations by $7,982,000.

The Commission's 1946 fiscal year appropriation of $2,430,000 for national defense projects would be reduced by $930,000 under the Committee's recommendations and the bill (HR-4103) introduced by Chairman Cannon (D-Mo.) of the Committee.

Permits Tapering Off

"The Committee's reduction applies to both projects (FBIS and RID)," said the report. "It would reduce the total availability for the fiscal year to $1,500,000, which should permit a gradual tapering off and yet finance all liquidation costs." Regular appropriation for FCC is $2,554,400, excluding overtime pay.

During hearings before the Appropriations subcommittee Sept. 11, FCC Chairman Paul A. Porter and Commissioner E. K. Jett were criticized severely by several Committee members because they asked that the Commission's appropriation be continued because of increased work brought about by expanding communications.

Chairman Porter told the Committee that monitoring the radio spectrum "goes to the crux of radio regulation". Chairman Cannon couldn't understand how the Commission's monitoring duties would increase in peacetime, rather than decrease. Neither could Rep. Taber (R-N.Y.). Rep. Cannon pointed out that under the Appropriations Act, national defense activities must cease 60 days after hostilities and that date would be Oct. 14.

Commissioner Jett testified that monitoring work of the Commission will be heavier because of the vast expansion of broadcasting. He mentioned FM, television and increased standard stations, as well as aviation communications.

Chairman Porter said the Commission was prepared to liquidate FBIS within 60 days after hostilities but that the State Dept., UNRRA, CIAA and Federal Reserve Board had requested it be continued.

Cannon Opinion

"Here the war has ended in 1945 and we naturally expect a considerable recision in your appropriation," said Cannon. "Instead of proposing a recision, you come in with a proposed deficiency of $379,652 attributed to the new Pay Act. I see no indication at all that you are taking any steps whatever toward complying with the provisions of the law. You are in absolute disregard of the law, as far as you are concerned."

Rep. Wigglesworth (R-Mass.), long a foe of the FCC and member of the House Select Committee to Investigate the Commission in the last session, questioned Chairman Porter about the work of Charles I. Seipmann, former BBC program head [BROADCASTING, July 30].

Mr. Porter testified that Mr. Seipmann was employed "on a temporary basis for a review of certain Commission decisions over the past several years. . . . He was making a review of a series of decisions in certain fields of applications and grants."

Rep. Wigglesworth demanded to know why the Commission's own law staff couldn't have done the work. Chairman Porter said the staff was "too short-handed". He explained that Mr. Seipmann was employed "for a period of a month making a review of the Commission's decisions and he attempted to codify them and make a report." In a supplemental report Chairman Porter told the Committee that Mr. Seipmann (although the House Committee report referred to him as "Stedman") was paid $670.17 from July 7-Aug. 2 and was assisted by four clerks.

Seeks Contract End

KAY KYSER returned to the air on NBC Wednesday, Sept. 19, although he has been attempting to withdraw from contract with American Tobacco Co. and Colgate-Palmolive-Peet Co., Jersey City, for *College of Musical Knowledge*, Wednesday 10-11 p.m. Kyser is contracted for 26 more months to American Tobacco Co. and Foote, Cone & Belding, New York, owners of the show, who have leased it to present sponsor, Colgate-Palmolive-Peet Co. through Ted Bates Inc., New York, until Christmas 1946.

KRKO Transfer Granted

TRANSFER of control of KRKO Everett, Wash., to William R. Taft and Archie G. Taft was approved Sept. 18 by the FCC. Lee E. Mudgett, 35% owner, sold his interest to the Tafts for $13,601.57. William R. Taft is president and general manager of KRKO.

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

Executives of NBC Discuss Operation

Management Group Spends Week-end in Pennsylvania

HEADED by Board Chairman Brig. Gen. David Sarnoff and President Niles Trammell, more than 30 of NBC's top executives are at Shawnee-on-the-Delaware, Pa., for a Sept. 19-25 meeting of the network's management committee. Policy and procedure of network operations were to be discussed.

Those attending included: Frank E. Mullen, vice-president and general manager; Vice-Presidents William S. Hedges, John F. Royal, A. L. Ashby, Roy C. Witmer, C. L. Menser, C. L. Egner, O. B. Hanson, John H. MacDonald, Frank M. Russell (Washington), Sidney Strotz (western division), R. J. Teichner, treasurer; Harry F. McKeon, controller; Dr. James R. Angell, public service counsellor; Clay Morgan, assistant to the president; Ernest de la Ossa, personnel director; Horton Heath, director, information department; James V. McConnell, manager, national spot sales; Easton Woolley, mgr., station relations.

Charles Hammond, director, advertising and promotion; Sydney H. Eiges, manager, press department; I. E. Showerman, eastern division sales manager; James M. Gaines, assistant advertising and promotion director; Vernon Pribble, manager, WTAM Cleveland; Lloyd Yoder, manager, KOA Denver; John Elwood, manager, KPO San Francisco; Carleton Smith, manager, WRC Washington; Sheldon Coons, consultant; Roy Norr, consultant; DeWitt Millhauser, director; Orrin Dunlap, RCA director of advertising and publicity.

NEW LINEUP DISCUSSED

American Affiliates Go Into Net Realignment

RETIREMENT of Chester J. LaRoche, vice-chairman, from active participation in the operations of American and the reinstatement of President Mark Woods as chief executive officer were the major topics of discussion by members of the network's station planning and advisory committee, meeting in New York Sept. 17-18.

Otherwise the meeting dealt with purely routine matters, it was reported. Station men met Monday, executives of the network Tuesday.

Attending were: H. Allen Campbell, WXJZ Detroit, chairman; William A. Riple, WTRY Troy; C. T. Hagman, WTCN Minneapolis; Henry P. Johnston, WSGN Birmingham; Harold Hough, KGKO Fort Worth; W. Duncan Pyle, KVOD Denver; Louis F. Kroeck, KTMS Santa Barbara; W. C. Bochman, WCOS Columbia, S. C. Mr. Kroeck is a new member of the committee, replacing W. B. Stuht, KJR Seattle, who resigned from the station and from the committee.

NABET DISCUSSIONS TO CONTINUE TODAY

NEGOTIATIONS between National Assn. of Broadcast Engineers and Technicians, independent radio engineers union, and NBC and American will resume at 1:30 this afternoon, Sept. 24, in the NBC board room in New York. Meetings were recessed Wednesday evening because of the departure of the NBC negotiating committee to attend the NBC management committee meeting in Shawnee-on-the-Delaware. Satisfactory progress was reported and it is anticipated that complete agreement will be reached this week.

On Thursday morning NABET began negotiating with WOR New York for a renewal of its one-year contract with that station. Satisfactory progress was reported here also, with expectations that this contract may be completed before the NABET delegation resumes its discussions with the two networks.

Network contracts will probably run for two years, WOR's for 18 months, it was learned. Unions salary demands at the networks are being resolved on a compromise basis with the new scale said to be virtually completed, and it is understood that the new deal with WOR will follow much the same pattern.

CONFLICT ON ILLICIT STATIONS IN HAWAII

TESTIMONY of James Lawrence Fly, former FCC chairman, before the House Select Committee to Investigate the FCC, and the Army board's report on Pearl Harbor are in conflict regarding illicit stations in Hawaii.

In its report to the Secretary of War, the Army board, composed of three generals, said: "On Dec. 7 a number of illegal radio stations interfered with the radio operations of the Army."

Appearing before the House Committee on March 7, 1944, Mr. Fly testified, under cross-examination by Rep. Miller (R-Mo.): "No illicit transmitters were operating on the Islands. At least, there was no evidence that they were. There was a complete job of monitoring being done all of the time, and the two or three newspaper stories that came out on the subject were run down to the ground and they have proved false."

Mr. Fly told the Committee the FCC Radio Intelligence Division was charged with monitoring the spectrum to detect clandestine stations. He said the FCC had three monitoring stations "in Hawaii prior to Pearl Harbor."

Bartlett to WGN

TOMMY BARTLETT, released from AAF, returns to WGN Chicago and Sept. 24 starts new program featuring interviews with Chicago personalities, Monday through Friday, 3:15-3:30 p. m.

Delehanty Named Successor to Lane

Mr. Delehanty

Mr. Lane

JACK DELEHANTY, formerly assistant director of advertising, press and radio, has been named director of this branch of the Treasury's War Finance Division, succeeding Thomas H. Lane. Mr. Lane has resigned to become United Drug Co. director of advertising and sales promotion.

In announcing the resignation Ted R. Gamble, WFD national director, said Mr. Lane has done "a splendid job for our Bond program and his many friends in War Finance are sorry to see him leave." Change is effective Oct. 15.

Messrs. Lane and Delehanty have been with the War Bond program from the start. Mr. Lane had been copywriter and account executive for Young & Rubicam, New York. He set up and guided the War Bond advertising section which during the peak of the Seventh Loan mobilized $42,000,000 in advertising support. Mr. Delehanty has been with several New York agencies, including Geyer, Cornell & Newell and BBDO. He was responsible for production and distribution of all War Bond promotion materials.

The two will present radio, press and outdoor advertising plans for the Victory Loan drive at a series of coast-to-coast meetings of Bond workers, starting Sept. 25 in Albany, N. Y., and closing in Portland, Ore., Oct. 5.

KSAN to Double Staff In Joining Associated

JOINING Associated Broadcasting Corp. will mean the doubling of the staff of KSAN San Francisco, according to Jerry Akers, station manager. Quarters in the Furniture Mart Building, 1355 Market St., will be expanded as soon as more room is available. At least two programs will emanate daily from San Francisco. A staff orchestra, headed by Jack Buckingham will join the station shortly, and Lee Giroux, a commentator, will broadcast nationally from KSAN.

Ross Named

DICK ROSS, recently released from the AAF, has been named production manager for Associated Broadcasting Co. on the West Coast. Ross was shot down over Germany and held prisoner of war for nine months. Before entering service he was program director for KMO Tacoma and night supervisor for Don Lee Broadcasting System headquarters.

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Promotion copywriter. See display ad on this page.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Excellent opportunity offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

Both staff announcer and salesman for permanent well-paying positions with progressive Rocky Mountain NBC affiliate in town of 15,000 stable population. Best of fishing and hunting. Everything but metropolitanism and high cost of living; send photo, references. If announcer, send transcription with application. Box 169, BROADCASTING.

Sales manager—250 watt network station midwestern market, 90,000, planning expansion program. Permanent position. Excellent opportunity. Send complete review education, experience, together with picture and estimate income requirements. Box 173, BROADCASTING.

Wanted—Licensed operator. Must be experienced and steady. Send your qualifications, education, recommendations and any small recent photograph. Network station in Great Lakes area. Box 182, BROADCASTING.

Wanted—Experienced studio control man in network station east of Chicago. Send your qualifications, education and photo in first letter. Box 183, BROADCASTING.

Announcer—Outstanding midwest NBC affiliate wants morning man who can do personality show with transcriptions. $75.00 weekly base with talent opportunities. Send transcription and personal background to Box 184, BROADCASTING.

Midwest announcer—Immediate opening for experienced commercial man with knowledge of popular music, records, and handling personality shows. Five kw station, ABC network, in capital city of midwest state. Highly aggressive organization. Salary commensurate with ability. Field wide open for right type personality with experience. Box 191, BROADCASTING.

Advertising agency in Richmond, Va., wants young man for radio department. Contact and copy writing. State age, experience, salary expected. Box 192, BROADCASTING.

Whatever became of those good dependable announcers? The steady, reliable kind that you could count on. We offer steady employment, compatible surroundings, and good salary. Send transcription, references, photo with application. Write Box 193, BROADCASTING.

WGCM, Gulfport, Mississippi, has opening for transmitter operator. Permanent.

Announcers—Two immediate openings at 5 kw CBS affiliate. Permanent positions for right men. Send details about yourself to Merritt Milligan, Prog. Dir., KGLO, Mason City, Iowa.

Two combination announcer-engineers needed with first-class license, pleasing voice, for 48-hour week at $55.00 per week, WCRS, NBC affiliate at Greenwood, S. C.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Radio Construction Men

Radio men who are interested in building radio broadcasting equipment can avail themselves at this time of excellent post-war positions. Must be able to read schematics and do neat wiring but engineering skill not mandatory. Good wages in attractive middle-western city. Wire, phone or write.

Gates Radio Company
Quincy, Illinois
Phone 522

Help Wanted (Cont'd)

Experienced announcer wanted with third class ticket. Must be capable copywriter and have car. Submit photo and complete radio background with references. Progressive station with plans. KSEI, Pocatello, Idaho.

Wanted—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

Salesman for midwest network station. Experience necessary. Salary and commission. Splendid opportunity. Permanent to right man. Good staff. Growing station. Send record and full information immediately. Box 204, BROADCASTING.

Announcer with third ticket, experienced in disc and control work. Small town, good station, good pay. No long-hairs, no boozers, no transients. Swell future for vet. Write Box 205, BROADCASTING.

Progressive southern network local needs announcer immediately. Good living conditions and chance for advancement. Wire or write WMLT, Dublin, Ga.

Network owned station wants promotion-publicity manager. See elsewhere this page.

Situations Wanted

Engineer—First telephone license. Fifteen years' experience all angles broadcasting, desires permanent connection progressive station. Best references. All correspondence answered. Box 155, BROADCASTING.

Announcer—Two years' experience commercial announcing, news, copy writing and control room technique. Would prefer position in west or middlewest. 4F, 21 years old. $45.00 min. Box 186, BROADCASTING.

Station manager—with complete engineering experience. Returning Naval Comdr. 24 years all phases radio. Services available anywhere. Box 187, BROADCASTING.

Announcer-program director—Army officer about to be discharged desires permanent position with regional station. Go anywhere but south. 27 years old, married. Eight years' experience as announcer, news, commercial, variety, and special events shows; program director; producer; news editor; and writer. Three years overseas as Radio Officer for Army, managing foreign broadcast stations. Relieved from Army in about two weeks. Best references. Anxious start working. Can arrange personal interview. Box 189, BROADCASTING.

Experienced announcer now employed, desires permanent position with progressive station. Box 190, BROADCASTING.

Announcer—Versatile, well educated. Experienced in sports, news, special events. Age 34, married, good appearance. Available immediately for permanent connection. Box 194, BROADCASTING.

Announcer, 26 years, single, desires change. 4 years radio—newscasts, commercials, platter shows. Will consider offers. Available few weeks' notice. Box 196, BROADCASTING.

Experienced radioman, first class license, seeks employment in southwest. References. Box 201, BROADCASTING.

AVAILABLE
Successful Radio & Advertising Man

Background includes ten years experience in national agency, representative and station field. Excellent record in selling and management. Have run stations in east and middlewest. Desire managerial position in progressive station. 35, married, two boys. Best references from all phases of radio.

BOX 188
BROADCASTING

Situations Wanted (Cont'd)

Twelve years in radio! Experienced as manager, salesman, local and national and news announcer. Prefer position as commercial manager. Married, with a family. Minimum salary $100.00 per week. Box 202, BROADCASTING.

Girl, 21, now working as program director-copywriter, desires any position radio television. Some announcing-engineering. Third class ticket. Some television training, little experience children's programs. College grad. Area around New York preferred. Box 197, BROADCASTING.

Announcer—Young, honorably discharged. College experience and training all phases radio production. Newscasting a specialty. Can handle board, turntables, etc. (not a technician). Transcription available. Box 198, BROADCASTING.

Writer-commentator. Experienced woman, alert to new program trends, AM, FM and television. Writes educational scripts, women's programs, drama, general continuity. National reputation in field of radio education commentary. Author of widely sold radio listener booklets. Eight years' network experience, some television production. Varied pre-war writing background, press experience with war agency. Would now like program or writing job in peacetime radio. Chicago preferred. Box 199, BROADCASTING.

Place your station in capable hands. First class engineer team will operate for interest and salary. FM-television, broadcasting experience, announcing, accounting. Box 200, BROADCASTING.

Released Naval officer desires connection with southern station or holder of CP as manager or chief engineer. Must be permanent. Write or wire George Yazell, 510 Harvey St., Williamson, West Va.

Program director-writer. Journalism graduate. Producer radio shows and minstrels. Recording and network tenor, pianist. Experienced teacher singing, announcing, writing. Talent trained for station shows and personnel. Honorably discharged veteran. Arthur Cornwall, Box 278, Chester, S. C.

Announcer-beginner. Retiring officer, 29, married, sober, sensible, capable, personable, voice, writing ability, ideas. Exchange inexperience for modest salary, help, permanency. Go anywhere. Transcription, photo on request. R. A. Greene, 1801 Niagara St., Buffalo 7, N. Y.

Announcer. Desires permanency. 2 years' experience. Honorable discharge. 25 years old. News, commercials, turntables, controls. State salary, hours. Earl T. Perin, 317 Willard Ave., Joliet, Illinois.

Announcer—Naval veteran. Wishes start in radio. Service background includes announcing Navy shows. Personality, ability, good voice. Prefer Florida. Ted LaGrosse, 7128 Hollywood Blvd., Hollywood, Calif.

Available soon as station manager or assistant. Qualifications for other executive positions. Announcing, script-writing, public relations experience. University graduate, 4 years' Army communication assignments. Age 26. Major Milton Frank, Jr., 3740 Fillmore St., San Francisco, California.

STUDIO CONTROL ENGINEER

An opening is available on the West Coast for an experienced Studio Control Engineer. Network experience preferred. Permanent position with a major company. Answer must supply experience in detail, age and salary now received.

BOX 185, BROADCASTING

Situations Wanted (Cont'd)

Available Nov. 1. Navy veteran, 29, married. Last five years radio. Writing, production, programming, publicity. Three years' newspaper experience. One year selling. College graduate. Excellent references. Lt. J. H. Sierer, USNR, 911 Graydon Ave., Apt. A-3, Norfolk 7, Va.

First-class operator (Army 1st Lt.) to be discharged Oct. 15th desires operating work in southern New England or N. Y. C. station. Two years' broadcasting background, no operating. Lt. G. C. Wetmore, AC., P. O. Box 42, No. Turro, Mass.

Marine officer, married, college graduate, first-class license, desires position in western station. Experience includes five years in engineering, electronics, announcing and copy writing. Being released in two months. Capt. H. C. O'Donnell, USMCR, Signal Battalion, Camp Lejeune, N. C.

Young veteran—Wants staff announcing job with progressive station. Good voice, versatile. Experience in announcing, writing, acting, directing. Blue Network, Hollywood, Max Reinhardt, Andre Charlot. Audition record on request. Married. Jack Richesin, Hotel Chicagoan, Room 896, Chicago 90, Illinois.

Veteran 5 years, familiar latest engineering, desires position progressive station. All licenses, broadcast experience, code speed-45, studio announcing, capable designer for technical improvements, desire 100-10,000 watter. Married, 25. John B. Broughton, Jr., Aviation Chief Radioman, USNR, 1420 Southgate, Armada 1, Corpus Christi, Texas.

Production man. Returned veteran. New York area preferred. 3 years' experience all phases radio broadcasting. Neil S. Robinson, 4 River Terrace, Stamford, Conn.

Radio time sales—Navy lieutenant, age 29, eager to commence time sales career for progressive network, station, or radio agency. Grounded in advertising procedure, 2 years' agency account solicitation success. Family man, an energetic, personable, high-calibre representative with college degree. Available November 1. Lt. Frank C. Eaton, Dartmouth College, Dept. of Naval Science and Tactics, Hanover, N. H.

WANTED
Promotion Copywriter

Promotion department of major network's spot broadcasting division offers excellent opportunity to young male copywriter, preferably experienced in radio.

Job requires preparation of program information, sales presentations, application of audience research to sales problems and related promotional activities.

Starting salary is moderate. Location in New York City. Samples will be helpful in guaging your qualifications. Full details to *Box 216, BROADCASTING.*

VACANCY!
PROMOTION-PUBLICITY MANAGER!

Network-owned station in MID-WEST offers unlimited opportunity for experienced promotion and public relations manager to head department. The self-driver with radio background and effective ideas will have generous budget to invest and be given wide rein in his creative work and responsibilities. Please write fully. Samples of your past achievements will be appreciated.

BOX 203, BROADCASTING

XUM

Situations Wanted (Cont'd)

Manufacturers service engineer to Air Corps and Navy, pre-war chief engineer outstanding midwest local desires re-entry broadcast field. 8 years broadcast experience. Box 206, BROADCASTING.

Sportscaster-newscaster—play by play and commentary, all sports. Two years sportscaster and news editor 5 kw CBS. Now employed 50 kw. Married, 26, 4F. $65.00 week minimum. Box 207, BROADCASTING.

Dischargee—5 years experience production, news, ad lib artist wants early morning or afternoon disc jockey job. Will consider good staff position. Telephone Washington, D. C., Me. 0958 or wire S. Woodall 49 Eye St., N. W.

Radio writer-director—Topnotch young woman, network calibre Now with well-known agency. Commercials, serials, program ideas, client contact. Full time or free lance, New York or west coast. Box 208, BROADCASTING.

You'll want to investigate young, enterprising, imaginative writer with broad background including radio, industrial copy, market research, who'd like to work with agency handling radio accounts. Box 209, BROADCASTING.

Capable local station manager in southern market of 60,000 desires change. Alert, promotion minded, good character, can make your station pay. 35 years old. Have been in present job six years. Wants long time arrangement. Married, two children. Available immediately. Box 215, BROADCASTING.

Salesman—30 years old, veteran. Experienced in all phases of radio station from A-Z. $45.00 week base. Pacific coast only. Give me a whirl. Mel Merz, 122 McKinley Ave., Geneva, Ill.

Veteran—To be released from hospital desires program or production directorship. Nine years commercial, two years AFRS experience announcing and directing. References. S/Sgt. Staton Dixon, 4762 Lake Park, Chicago.

Saleman-program director—Veteran, age 35, married, reliable, 6 years radio experience, 4 years newspaper. Active in civic organizations, want to make permanent home. Have good health, personality, enthusiasm, ability. Minimum $3600.00. Mr. Hanson Dustin, c/o Sgt. Tom Reynolds, 119 Marvin Ave., Petersburg, Va.

Young woman—University graduate, some experience, wants position as continuity writer and (or) announcer with progressive stations. Program ideas, talented, industrious. Best references. Box 211, BROADCASTING.

Engineer—8 years broadcasting, 3 FCC, 16 months field engineer with large company. First class license, 37, married. Prefer Pacific Coast or Rocky Mountain states. Box 212, BROADCASTING.

Chief announcer now employed desires position as staff announcer in small station. Experienced in news, platter shows, etc. Box 213, BROADCASTING.

Chief engineer—Army officer expects discharge shortly. Seeks position progressive station. 5 years technical broadcasting, familiar with FM, 1st class operator's license. Age 34, married. Box 214, BROADCASTING.

Veteran, 40, top salesman, promotion and contact man with sound ideas. Knowledge of entertainment field. Seeks position with radio station, advertising agency or transcription firm. Staff Sgt. E. D. Harris, USMC, 1257 North Alexandria Ave., Los Angeles, California.

Veteran—Seeks connection announcer, program manager or television production any capacity. Excellent background with AFRS and radio stations. References. Contact John Davis, 2723 Clifton Ave., Cincinnati, O.

Veteran associated AFRS with excellent commercial radio background, seeks position as staff announcer or video connection. Good references. Communicate, Robert G. Clayton, 910 Webster Ave., Chicago 14.

Look-E-Here! Honorably discharged. Three years' announcing experience. Commercials, newscasting, comedy. Two years with N. Y. station. Have references. Hold third class, expect first soon. Work anywhere for suitable salary. Morris Sheeler, 373 S. 2nd St., Brooklyn 11, N. Y.

Wanted to Buy

Executive will buy interest or full stock in local or regional station. Replies treated confidentially. Box 176, BROADCASTING.

Miscellaneous

Announcer's, writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

For Sale

For sale—Western Electric Duo Speed turntable with both vertical and lateral reproducers. Also Memovox reference recorder and 500 Memodiscs. Make offer. E. T. McKenzie, Station WJBK, Detroit 2, Michigan.

For sale—One new, unused 250 watt converted transmitter, meets FCC specifications—$2800. One composite console, used, but excellent condition—$425.00. Gillette Burton, Spring Hill, Mobile, Ala.

250 watt transmitter, complete with one set spare tubes. FCC approved. It is the equipment formerly used by WJW, Akron. First check or money order for $1250.00 will buy it. Pacific Coast Amusement Co., Oakland, California.

For sale—New 250 watt Temco transmitter, Conversion kit for FCC approval, spare set of tubes. Never uncrated. Highest cash offer. Call or wire J. Troesch, Steubenville, Ohio. Tel. 2-6265.

Western Electric lateral recording heads. Two at $185.00 each. These are usually not obtainable anywhere. No needles or brackets supplied. Can be adapted to lathe type machines only. One Universal master recording amplifier, four channels and equalizer. Perfect condition, only $485.00. Damon Transcription Lab., 1221 Baltimore Avenue, Kansas City 6, Mo.

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1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

BUY VICTORY BONDS!

"ORDERING 104 MORE SHOWS"
advises Fred Cannon—**ALL-CANADA RADIO LTD.**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

At Deadline...

YANKEE SEEKS 4 FM OUTLETS; OTHER APPLICATIONS

APPLICATIONS for four FM stations were filed Friday by the Yankee Network to compensate for loss of coverage occasioned by the FCC assignments to existing FM stations which classified Paxton, Mass., as a Worcester metropolitan station and cut its power from 50 kw to 20 kw radiated power. The new stations are for Boston, Bridgeport, Hartford and Providence.

FM station in Cleveland is asked by WJW Inc., with 10,600 sq, mi. coverage. Robert W. Rounsaville and George M. Clark, d/b Elizabethton Bcstg. Co., Elizabethton, Tenn., asks CP 1240 kc 250 w unl. Cedar Rapids Bcstg. Corp., Cedar Rapids, Ia., seeks CP 1450 kc 250 unl. KSKY Dallas asks increase 1 to 50 kw. New station in Wichita Falls, Tex., 990 kc 1 kw D only, is asked by Darrold W. Cannon, executive v-p and part owner of KFDM Beaumont, Tex. He recently retired from Army duty.

AFRA PROTESTS DEMILLE

AFRA has protested to the American Legion against Wall Street Post awarding Cecille B. DeMille citation in honor of the 156th anniversary of Bill of Rights. Union has also objected to officials at American Network who plan to carry ceremonies, with DeMille making guest appearance. American officials agreed to give AFRA equal air time if Mr. DeMille should say anything controversial, but pointed out he appears as guest.

NCBS TO FILE

APPLICATIONS will be filed Oct. 8 with FCC for stations in Des Moines and St. Paul, to be key outlets of North Central Broadcasting System and Mississippi Valley Network. Independent Broadcasting Co. will file for a 10 kw station on 940 kc in Des Moines and Midwest Broadcasting Co. for 5 kw outlet on 580 kc in St. Paul. John W. Boler, NCBS president, has an interest in both filing companies.

Closed Circuit

(Continued from page 4)

leaders already have started beating drums and reports from Blue Grass State indicate Mr. Porter isn't averse to running.

IT WOULDN'T BE surprising if President Truman personally dedicates the new radio correspondents' broadcast room in Senate wing of Capitol. As Senator he worked hard to give radio newsmen recognition. On House side work has begun on remodeling the old file clerk's office for radio room, despite opposition from press corps. During summer recess Speaker Sam Rayburn, cognizant of radio's needs, ordered files moved elsewhere. Now broadcast booths are being built. Kudos to Earl Godwin, past president of Radio Correspondents Assn., Dick Harkness, present head; D. Harold McGrath, superintendent of Senate radio gallery, and Bill Vaughan, superintendent of the House gallery, for overcoming stiff opposition to get radio recognition in Congress.

SHANNON ALLEN, chief of the radio intelligence section, information division, Interior Dept., will leave that position soon to launch a new public relations enterprise.

WILLARD K. BAILEY

WILLARD K. BAILEY, 39, manager of Kansas City office of Katz Agency, station representative, died Friday morning, Sept. 21, in an Omaha hospital. In Omaha on business, Mr. Bailey had been rushed to the hospital the preceding Monday following an attack of appendicitis. Former salesman with WJJD Chicago and one time with John E. Pearson Co. and Spot Sales Inc., Mr. Bailey joined Katz in 1943. He is survived by his wife and three children.

QUICK TIME SHIFT OUT

SPECIAL committee from Chicago Radio Management Club was told late Friday by Mayor E. J. Kelly that "even if he wanted to" council could not change local option governing daylight saving time to coincide with New York time by Sept. 30. Council meets Oct. 16 and it would take two weeks for request to become law, the mayor said, adding suggestion that group present resolution urging change to take effect next year.

J-W-T NAMES JACKSON

T. CORNWELL (Corny) JACKSON, deputy chief of OWI Domestic Radio Bureau, Hollywood, has been named vice-president of J. Walter Thompson Co., and manager of the Hollywood radio division. He succeeds to office of the late Daniel Danker, which has been administered by Norman Blackburn, becomes West Coast business manager and radio talent buyer. Robert Gillham, formerly publicity and advertising director of Paramount Pictures Corp., becomes an agency vice-president. Headquartered in New York, he will be in charge of television and commercial and industrial film.

LOCAL 'HEADLINES'

AMERICAN Network co-op program *Headline Edition* on Oct. 1 changes format to include one-minute and ten-scond break in which stations may insert local news.

WAAW PLANS

WAAW, FM complement to WAAT Newark, will begin experimental operations about first of year and fulltime programming Feb. 1, Irving R. Rosenhaus, general manager and vice-president of WAAT, predicted last week. WAAW will operate with 20 kw on 96.1 mc.

RADIO SHELL DIVULGED

SECRET of the radio-operated fuse, called "second only to the atomic bomb" in helping win war, has just been revealed by the Navy. Known as "VT Fuse", it is five-tube radio sending and receiving station, about size of pint bottle, which fits into projectile nose. It employs radar principles in the use of magnetic waves which are reflected back to the tube by any target that gives off radio reflection, such as metal objects, water or earth. Projectile then explodes automatically within 70 feet of the target, with fragments showering the area. It has been used in both European and Pacific theaters. Of the 10,000,000 fuses from all sources, RCA Victor supplied 5,500,000, the company reported Friday.

People

MAJ. JAMES L. HOWE, for 3½ years with Army Airways Communications System, two of them in European and African theaters, shortly will go on inactive duty. For three years manager of WBTM Danville, Va., he plans returning to radio but probably not in Virginia.

LT. COMDR. J. HARRISON HARTLEY, on terminal leave from Navy, joins NBC television department in New York Oct. 1. Comdr. Hartley was assistant director of news and special events with NBC before going to Navy in 1941, as head of the Radio Section, Public Relations. He set up Navy studios at Pearl Harbor and Guam.

LT. JAMES W. HURLBUT, released from Marine Corps where he was in charge of radio public relations, has joined WBBM Chicago in news and special events supervisory capacity. A former promotion director of WTOP Washington, Lt. Hurlbut was first correspondent on Guadalcanal.

MICHAEL KEITH, at War Dept., Washington, as consultant economist, appointed to staff of the Advertising Research Foundation, New York. He had been assistant director of market research for Vick Chemical Co.

TYLER DAVIS, formerly with J. Walter Thompson Co., Chicago, joins executive staff of Arthur Kudner Inc., New York.

NORMAN PAIGE, Far East correspondent for American who has been covering the occupation of Japan, has left Tokyo for San Francisco aboard the *USS Iowa*.

EDWIN T. JAMESON, former account executive of WABC New York, to sales staff of WNEW New York.

T/SGT. THOMAS H. MOORE, former commercial program manager of WOR New York, awarded Bronze Star. He is program director of Armed Forces Radio Section information unit in Far East.

STANLEY PULVER, formerly with Biow Co. as assistant business manager of radio department and prior to that with CBS nine years, has joined the radio department of Dancer-Fitzgerald-Sample, New York.

WILLIAM J. PATTERSON, recently in Marine Corps, has returned to H. B. LeQuatte Inc., New York.

ETHEL WIEDER, formerly timebuyer at Foote, Cone & Belding, New York, joins Biow Co., New York Sept. 24 as timebuyer and assistant to John Hymes, head of the radio department.

SPOT SALES PACT

SPOT SALES Inc. has made an arrangement with Adam J. Young Jr. Inc., whereby the latter organization Sept. 24 assumes representation of all stations heretofore handled by Spot Sales. Latter company will concentrate on the musical end of its business, continuing as exclusive representatives of Associated Transcription Library service and as operator of Radio Transcription Co. of America.

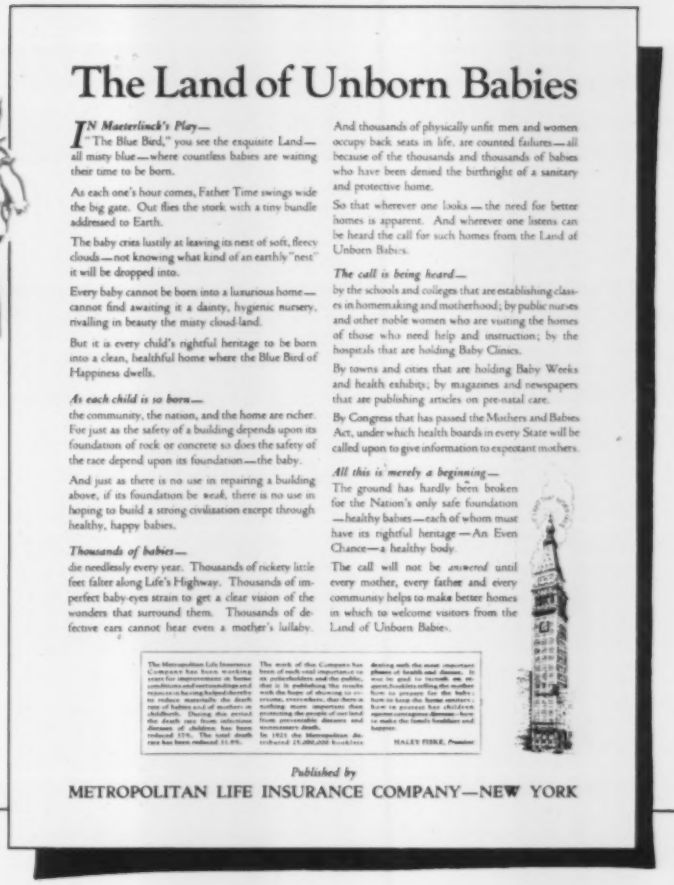
AFM DATA PLAN

PLANS to set up employment statistical bureau at AFM headquarters were disclsoed by the union in letter sent locals by James C. Petrillo, national president.

XUM

This Advertisement Helped More Americans to LIVE LONGER!

THIS is the first in the now-famous Metropolitan series of educational ads that has appeared without interruption since August, 1922. During this time, the health and longevity of Americans have increased greatly. While many other factors have contributed, The Metropolitan Life Insurance Company's pioneering in this type of education has been a material factor in America's unprecedented achievements in the field of public health.



The Land of Unborn Babies

IN Maeterlinck's Play—

"The Blue Bird," you see the exquisite Land—all misty blue—where countless babies are waiting their time to be born.

As each one's hour comes, Father Time swings wide the big gate. Out flies the stork with a tiny bundle addressed to Earth.

The baby cries lustily at leaving its nest of soft, fleecy clouds—not knowing what kind of an earthly "nest" it will be dropped into.

Every baby cannot be born into a luxurious home—cannot find awaiting it a dainty, hygienic nursery, rivalling in beauty the misty cloud-land.

But it is every child's rightful heritage to be born into a clean, healthful home where the Blue Bird of Happiness dwells.

As each child is so born—

the community, the nation, and the home are richer. For just as the safety of a building depends upon its foundation of rock or concrete so does the safety of the race depend upon its foundation—the baby.

And just as there is no use in repairing a building above, if its foundation be weak, there is no use in hoping to build a strong civilization except through healthy, happy babies.

Thousands of babies—

die needlessly every year. Thousands of rickety little feet falter along Life's Highway. Thousands of imperfect baby-eyes strain to get a clear vision of the wonders that surround them. Thousands of defective ears cannot hear even a mother's lullaby.

And thousands of physically unfit men and women occupy back seats in life, are counted failures—all because of the thousands and thousands of babies who have been denied the birthright of a sanitary and protective home.

So that wherever one looks—the need for better homes is apparent. And wherever one listens can be heard the call for such homes from the Land of Unborn Babies.

The call is being heard—

by the schools and colleges that are establishing classes in homemaking and motherhood; by public nurses and other noble women who are visiting the homes of those who need help and instruction; by the hospitals that are holding Baby Clinics.

By towns and cities that are holding Baby Weeks and health exhibits; by magazines and newspapers that are publishing articles on pre-natal care.

By Congress that has passed the Mothers and Babies Act, under which health boards in every State will be called upon to give information to expectant mothers.

All this is merely a beginning—

The ground has hardly been broken for the Nation's only safe foundation—healthy babies—each of whom must have its rightful heritage—An Even Chance—a healthy body.

The call will not be *answered* until every mother, every father and every community helps to make better homes in which to welcome visitors from the Land of Unborn Babies.

The Metropolitan Life Insurance Company has been working years for improvements in home conditions and surroundings and reasons in having helped thereby to reduce materially the death rate of babies and of mothers in childbirth. During this period the death rate from infectious diseases of children has been reduced 55%. The total death rate has been reduced 31.9%.

The work of this Company has been of such vital importance to its policyholders and the public, that it is publishing the results with the hope of showing to everyone, everywhere, that there is nothing more important than protecting the people of our land from preventable diseases and unnecessary death.

In 1921 the Metropolitan distributed 19,000,000 booklets dealing with the most important phases of health and disease. It was its aim to furnish to expectant mothers telling the mother how to prepare for the baby; how to keep the home sanitary; how to protect her children against contagious diseases—how to make the family healthier and happier.

HALEY FISKE, President

Published by

METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

In the DISTRIBUTION DECADE

Advertising Must Perform Many Public Services!

ADVERTISING'S *opportunities* in the postwar world will lie in public service—in educating America to a fuller, happier way of life. And Advertising's *responsibilities* can be defined with equal clarity.

For the postwar decade will be the Distribution Decade. We, as a Nation, will have to consume 40% more industrial production annually than ever before, if we are to maintain a "safe" employment level.

Production itself will present no problems. Money, manpower, manufacturing facilities and materials will be plentiful. But a faster, more efficient and economical system of *Distribution* will have to be developed to facilitate the flow of goods to consumers. And *that* is largely a job for Advertising.

Alert agency men are today studying not only the *responsibilities* but the *opportunities* Advertising will face in the Distribution Decade—and they're *doing something about them!* So are we. Here at The Nation's Station, we will have much to tell you, when the time comes, about the great 4-State market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION